Web links

The following have been taken directly from the book. These are links to external websites over which Pearson Education has no control. Pearson Education cannot be held responsible for any content within these websites.

All links provided below were active on website launch. However, due to the dynamic nature of the Internet, links do occasionally become inactive. If you find a link that has become inactive, please try using a search engine to locate the website in question.

Chapter 1

- **ClickZ Experts** ([www.clickz.com/experts](http://www.clickz.com/experts)). An excellent collection of articles on online marketing communications. US-focused.

- **ClickZ Stats** ([www.clickz.com/stats](http://www.clickz.com/stats)). The definitive source of news on Internet developments, and reports on company and consumer adoption of Internet and characteristics in Europe and worldwide. A searchable digest of most analyst reports.

- **DaveChaffey.com** ([www.davechaffey.com](http://www.davechaffey.com)). A blog containing updates and articles on all aspects of digital marketing structured according to the chapters in Dave Chaffey’s books.

- **Direct Marketing Association UK** ([www.dma.org.uk](http://www.dma.org.uk)). Source of up-to-date data protection advice and how-to guides about online direct marketing.

- **E-consultancy.com** ([www.e-consultancy.com](http://www.e-consultancy.com)). UK-focused portal with extensive supplier directory, best-practice white papers and forum.

- **eMarketer** ([www.emarketer.com](http://www.emarketer.com)). Includes reports on media spend based on compilations of other analysts. Fee-based service.

- **Interactive Advertising Bureau** ([www.iab.net](http://www.iab.net)). Best practice on interactive advertising. See also [www.iabuk.net](http://www.iabuk.net).

- **Marketing Sherpa** ([www.marketingsherpa.com](http://www.marketingsherpa.com)). Case studies and news about online marketing.

- **Netimperative** ([www.netimperative.com](http://www.netimperative.com)). News from the UK new media industry.

Print media

- **New Media Age** ([www.newmediazero.com/nma](http://www.newmediazero.com/nma)). A weekly magazine reporting on the UK new media interest. Full content available online.

- **Revolution magazine** ([www.revolutionmagazine.com](http://www.revolutionmagazine.com)). A monthly magazine on UK new media applications and approaches. Partial content available online.
- **Sloan Center for Internet Retailing** ([http://ecommerce.vanderbilt.edu](http://ecommerce.vanderbilt.edu)). Originally founded in 1994 as Project 2000 by Tom Novak and Donna Hoffman at School of Management, Vanderbilt University, to study marketing implications of the Internet. Useful links papers.

- **University of Strathclyde**, Department of Marketing, Marketing Resource Gateway (MRG) ([www.marketing.strath.ac.uk/dcd/](http://marketing.strath.ac.uk/dcd/)). A comprehensive directory of marketing-related links.

**Chapter 2**

A directory of Internet marketing links, including sources for statistics from the Internet environment, is maintained by Dave Chaffey at [www.davechaffey.com](http://www.davechaffey.com).

**Digests of reports and surveys concerned with e-commerce**

1. Digests of published MR data
   - ClickZ Internet research ([www.clickz.com/stats](http://www.clickz.com/stats))
   - Market Research.com ([www.marketresearch.com](http://www.marketresearch.com))
   - MR Web ([www.mrweb.co.uk](http://www.mrweb.co.uk))

2. Directories of MR companies
   - British Market Research Association ([www.bmra.org.uk](http://www.bmra.org.uk))
   - Market Research Society ([www.mrs.org.uk](http://www.mrs.org.uk))
   - International MR agencies ([www.greenbook.org](http://www.greenbook.org))

3. Traditional market research agencies
   - MORI ([www.mori.com/emori](http://www.mori.com/emori))
   - NOP ([www.nopworld.com](http://www.nopworld.com))
   - Nielsen ([www.nielsen.com](http://www.nielsen.com))

4. Government sources
   - European government ([http://europa.eu.int/comm/eurostat](http://europa.eu.int/comm/eurostat))
   - OECD ([www.oecd.org](http://www.oecd.org))
   - US government ([www.stat-usa.gov](http://www.stat-usa.gov))

5. Online audience data
   - Comscore ([www.comscore.com](http://www.comscore.com))
   - Hitwise ([www.hitwise.com](http://www.hitwise.com))
   - Mori ([www.mori.com/emori](http://www.mori.com/emori))
   - Netratings ([www.netratings.com](http://www.netratings.com))
   - NOP World ([www.nopworld.com](http://www.nopworld.com))
Chapter 3

- **Mobile Commerce World** ([www.mobilecommerceworld.com](http://www.mobilecommerceworld.com)). Source on usage of m-commerce.

- **MORI Technology Tracker** ([www.mori.com/technology/techtracker.shtml](http://www.mori.com/technology/techtracker.shtml)). Provides a summary of access to new media platforms.

- **New Media Age** ([www.newmediazero.com/nma](http://www.newmediazero.com/nma)). A weekly magazine reporting on the UK new media interest. Content now available online.

- **New Television Strategies** ([www.newmediazero.com/ntvs](http://www.newmediazero.com/ntvs)). Sister publication to *New Media Age*.

- **Revolution magazine** ([www.revolutionmagazine.com](http://www.revolutionmagazine.com)). A weekly magazine available for the UK, covering a range of new media platforms.

**New law development**

Two of the best legal sources to stay up-to-date are:

- **iCompli** ([www.icompli.co.uk](http://www.icompli.co.uk)). Portal and e-newsletter concentrating on e-commerce law.

- **Marketing Law** ([www.marketinglaw.co.uk](http://www.marketinglaw.co.uk)). Up-to-date source on all forms of law related to marketing activities.

Chapter 4

- **BRINT.com** ([www.brint.com](http://www.brint.com)). A Business Researcher’s Interests. Extensive portal with articles on e-business, e-commerce and knowledge management.

- **CIO Magazine E-commerce resource centre** ([www.cio.com/forums/ec](http://www.cio.com/forums/ec)). One of the best online magazines from business technical perspective – see other research centres also, e.g. intranets, knowledge management.

- **DaveChaffey.com** ([www.davechaffey.com](http://www.davechaffey.com)). Updates about all aspects of digital marketing including strategy.

- **E-commerce innovation centre** ([www.ecommerce.ac.uk](http://www.ecommerce.ac.uk)) at Cardiff University. Interesting case studies for SMEs and basic explanations of concepts and terms.

- **E-commerce Times** ([www.ecommercetimes.com](http://www.ecommercetimes.com)). An online newspaper specific to e-commerce developments.

- **E-consultancy.com** ([www.e-consultancy.com](http://www.e-consultancy.com)). A good compilation of reports and white papers many of which are strategy-related.

- **Financial Times Digital Business** ([http://news.ft.com/reports/digitalbusiness](http://news.ft.com/reports/digitalbusiness)). Excellent monthly articles based on case studies.

- **Mohansawney.com** ([www.mohansawney.com](http://www.mohansawney.com)). Case studies and white
papers from one of the leading IS authorities on e-commerce.


**Chapter 5**

- **Chris Anderson** has a blog site ([www.thelongtail.com](http://www.thelongtail.com)), the Long Tail, to support his book on the topic published in 2006 by Hyperion, New York.
- **ClickZ** ([www.clickz.com](http://www.clickz.com)). An excellent collection of articles on online marketing communications, US-focused. Relevant section for this chapter: Brand marketing.
- **Gladwell.com** ([www.gladwell.com](http://www.gladwell.com)). Author’s site with extracts from *The Tipping Point* and other books.
- **Marketing on the internet (MOTI)** by Greg Rich and colleagues from OhioLink educational establishments ([http://iws.ohiolink.edu/moti/](http://iws.ohiolink.edu/moti/)). This site provides a succinct summary, with examples, of how each of the 4 Ps of the Internet can be applied online.
- **Paul Marsden’s Viral Culture site** ([www.viralculture.com](http://www.viralculture.com)). Articles related to the tipping point and connected marketing.

**Chapter 6**

- **ClickZ** ([www.clickz.com](http://www.clickz.com)). An excellent collection of articles on online marketing communications. US-focused. Relevant section for this chapter: CRM strategies.
- **CRM Today** ([www.crm2day.com](http://www.crm2day.com)). A portal with articles about the practical aspects of deploying CRM technology.
- **Database Marketing Institute** ([www.dbmarketing.com](http://www.dbmarketing.com)). Useful collection of articles on best practice.
- **Jim Novo** ([www.jimnovo.com](http://www.jimnovo.com)). A site by a US consultant that has a lot of detail on techniques to profile customers online.
- **Peppers and Rogers One-to-One marketing web site** ([www.1to1.com](http://www.1to1.com)). A site containing a lot of information on the techniques and tools of relationship marketing.

**Chapter 7**

- **Jakob Nielsen’s Uselt** ([www.useit.com](http://www.useit.com)). Detailed guidelines (alertboxes) and summaries of research into usability of web media.
- **Royal National Institute for the Blind** web accessibility guidelines ([www.rnib.org.uk/accessibility](http://www.rnib.org.uk/accessibility)).
- **UI Access resources** on web site accessibility ([www.uiaccess.com/access_links.html](http://www.uiaccess.com/access_links.html)).
- **Usability News** ([www.usabilitynews.com](http://www.usabilitynews.com)).
- **User Interface Engineering** ([www.uie.com](http://www.uie.com)). Articles on usability which often provide a counterpoint to those of Nielsen.
- **Web Design References** ([www.d.umn.edu/itss/support/Training/Online/webdesign](http://www.d.umn.edu/itss/support/Training/Online/webdesign)). A collection from the University of Minnesota Duluth including articles and references on Accessibility, Information Architecture and Usability.
- **Worldwide Web consortium web accessibility guidelines** (see [www.w3.org/WAI](http://www.w3.org/WAI)).

### Chapter 8

**General Internet-marketing-related e-mail newsletters and portals**

- **ClickZ** ([www.clickz.com](http://www.clickz.com)). Has columns on e-mail marketing, e-mail marketing optimisation and e-mail marketing case studies.
- **DaveChaffey.com** ([www.davechaffey.com](http://www.davechaffey.com)). A blog of links and articles about developments in interactive communications structured according to the chapter in this book.
- **E-consultancy.com** ([www.e-consultancy.com](http://www.e-consultancy.com)). Best practice sections on different e-communications tools and newsletter features interviews with e-commerce practitioners.
- **Marketing Sherpa** ([www.marketingsherpa.com](http://www.marketingsherpa.com)). Articles and links on Internet marketing communications including e-mail and online advertising.
- **What’s New in Marketing** ([www.wnim.com](http://www.wnim.com)). A monthly newsletter from the Chartered Institute of Marketing including many e-marketing features.

**E-mail-related links**

- **Direct Marketing Association UK** ([www.dma.org.uk](http://www.dma.org.uk)). Best practice guidelines and benchmarks of response rates.
- **DoubleClick** ([www.doubleclick.net](http://www.doubleclick.net)). An e-mail broadcaster and advertising network worldwide, with offices in many countries. Its site provides research of ad and e-mail marketing response rates across its clients.
Internet-advertising-related links

- **Atlas** ([www.atlasdm.com](http://www.atlasdm.com)). Ad-serving and tracking provider with research about ad effectiveness.
- **ClickZ** ([www.clickz.com/experts](http://www.clickz.com/experts)). An excellent collection of articles on online marketing communications. US-focused. Relevant sections for this chapter include: Affiliate marketing, Advertising technology, E-mail marketing, Media buying.
- **eMarketer** ([www.emarketer.com](http://www.emarketer.com)). Includes reports on media spend based on compilations of other analysts.
- **EyeBlaster** ([www.eyeblaster.com](http://www.eyeblaster.com)) is one of the main providers of rich media ad serving technologies. Its galleries have good examples.
- **iMediaConnection** ([www.imediaconnection.com](http://www.imediaconnection.com)). Media site reporting on best practice in online advertising.
- **Internet Advertising Bureau** ([www.iab.net](http://www.iab.net)). The widest range of studies about Internet advertising effectiveness. In UK: [www.iabuk.net](http://www.iabuk.net). Internet Advertising Bureau XMOS microsite ([www.iab.net/xmos](http://www.iab.net/xmos))
- **Tangozebra** ([www.tangozebra.co.uk](http://www.tangozebra.co.uk)) is a UK-based provider of ad-serving technology which showcases many of the most recent ad campaigns by industry category.

Search-engine-related links

- **Searchenginewatch** ([www.searchenginewatch.com](http://www.searchenginewatch.com)). A complete resource on SEO and PPC marketing.
- **Webmasterworld** ([www.webmasterworld.com](http://www.webmasterworld.com)). A forum, where search practitioners discuss best practice.

Chapter 9

- **ABCe** ([www.abce.org.uk](http://www.abce.org.uk)). Audited Bureau of Circulation is standard for magazines in the UK. This is the electronic auditing part. Useful for definitions and examples of traffic for UK organisations.
- **E-consultancy** ([www.e-consultancy.com](http://www.e-consultancy.com)) site has a section on web analytics including buyers’ guides to the tools available.
- **E-metrics** ([www.emetrics.org](http://www.emetrics.org)). Jim Sterne’s site has many resources for online marketing metrics.
- **Web Analytics Association** (WAA, [www.webanalyticsassociation.org](http://www.webanalyticsassociation.org)). The site of the trade association for web analytics has useful definitions, articles and forums on this topic.
- **Web Analytics Demystified** ([www.webanalyticsdemystified.com](http://www.webanalyticsdemystified.com)). A site to support Eric Petersen’s books with a range of content.
Chapter 10


Chapter 11

- Brad Templeton [www.templetons.com/brad/copymyths.html](http://www.templetons.com/brad/copymyths.html)
- Brush Electrical Machines Limited [www.fki-et.com](http://www.fki-et.com)
- CommerceOne [www.commerceone.com](http://www.commerceone.com)
- Directgov [www.direct.gov.uk/Homepage/fs/en](http://www.direct.gov.uk/Homepage/fs/en)
- SIC [http://qb.soc.surrey.ac.uk/resources/classification/sic92.pdf](http://qb.soc.surrey.ac.uk/resources/classification/sic92.pdf)