Book Review

Online Advertising and Promotion:
Modern Technologies for Marketing

Reviewed by Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan

Reviewed by Pei-Di Shen, Institute of General Education, Ming Chuan University, Taipei, Taiwan

Reviewed by Yi-Chun Chiang, Institute of General Education, Ming Chuan University, Taipei, Taiwan

Reviewed by Pi-Fang Hsu, Department of Communications Management, Shih Hsin University, Taipei, Taiwan

ABSTRACT

Online Advertising and Promotion: Modern Technologies for Marketing is a comprehensive source of insight into online advertising, Internet marketing, and Internet advertising strategies. In recent years, the Internet generation has changed our daily lives, as computer and Internet have become a necessity for human beings. More and more companies deliver their products, services, concept of brand, even marketing messages to customers via the Internet or directly interact with them over the Internet. These have mostly resulted in positive influences on advertising, improving consumers' evaluations of advertised products or services.

KEYWORDS

Marketing, Modern Technologies, Online Advertising

INTRODUCTION

Online Advertising and Promotion: Modern Technologies for Marketing is a comprehensive source of insight into online advertising, Internet marketing, and Internet advertising strategies. In recent years, the Internet generation has changed our daily lives, as computer and Internet have become a necessity for human beings. More and more companies deliver their products, services, concept of brand, even marketing messages to customers via the Internet or directly interact with them over the Internet. These have mostly resulted in positive influences on advertising, improving consumers' evaluations of advertised products or services. In order to attract the attention of consumers, marketing strategies play an important role, such as creative and attractive commercial plans, organization of a brainstorming advertising team, and development of online advertising decisions. This book is intended to improve the readers' knowledge of Internet advertising, and is instrumental in providing

both foundational knowledge and an overview of the online advertising and marketing strategies to readers. It is our honor to apply our experience in this review of *Online Advertising and Promotion: Modern Technologies for Marketing.*

BOOK ANALYSIS

In reviewing this book, we have chosen to extract the snippets that resonate with highly relevant considerations when developing Internet advertising strategies and formats for rapidly changing business environments, and web technologies. This book is based on an extensive research foundation that has been carried out by the authors and covers a wide range of topics related to such advertising distribution through an affiliation network, advertising e-business model, advertising effectiveness, consumer behavior, integrated online marketing, interactive agencies, Internet advertising, lead generation, motivation and its role in online ads, targeting and customizing. It is worth noting that, the greatest value and forte of this book, in our opinion, is that its authors were able to systematically address and divulge each of the components of this immense subject, offering a future perspective, providing clear substance, and specific examples to explicitly and successfully get their points across to readers.

First of all, the authors of this book attempt to develop readers' knowledge of Internet advertising and to explore novel marketing channels of communication. They introduce the history and many types of advertisements, followed by describing Internet advertising's features and advantages, including sales promotion, personal selling, and public relations, and positioning, explaining how marketers to select the right channels and websites for their advertising placement. "Online advertising is an Internet-based process by which advertisers communicate, interact with, and persuade online users in order to position a brand, which allows a company to promote both consumer awareness and preference in a customized and personalized way, and decrease the time needed to make a buying decision" (p. 22). Besides, the book points out the significant difference between traditional advertising and online advertising. The different Internet advertising methods are presented, among which banners are the most common. "Various types of banners include: keyword banners, random banners and fixed banners. There are also different ways to place banners on websites such as swapping banners and exchanging banners" (p. 90).

This book also introduces the privileges of advertising networks, including "(1) Reach: In the domain of brand marketing, advertising networks have reached millions of users; (2) Pricing: The prices offered by advertising networks are far cheaper than those offered by portals and websites; (3) Targeting in Network: Advertisers can use advertising networks to target special content channels existing in large vertical sites; (4) Optimization: Optimization technology enables advertisers and ad networks to analyze which website offers appropriate service and which is the best advertising placement" (p. 105). Moreover, as one of the most important requirements involves advertisement pricing, this book also introduces different ways of paying online advertising fees, and how to conduct comparison between different types of advertising pricing models.

Advertisements seek consumers' attention. "All advertisers and marketers need to be aware of the effects of customers' beliefs, primary motives and attitudes about purchasing decisions. Before developing their online advertising plans, marketers need to use online surveys to recognize consumer surfing motives, such as whether they are online to research, shop, be entertained or communicate" (p. 137). Moreover, advertising strategies can be regarded as the core of marketing; "Advertising strategies are promotional practices that are designed to promote business dissemination actions and campaigns whereby a corporation can achieve its goals and grow faster than its competitors" (p. 156). Finally, though readers may view e-business and e-commerce as being the same, these concepts are different in many respects. The authors also clarify the two terms for readers. "E-business includes e-commerce and a variety of other applicable programs; many applications and advantages are derived from e-business. E-commerce focuses solely on the customers of an organization, finding new channels and resources for the organization and maximizing profit through modern media" (p. 159).

CONCLUSION

Online Advertising and Promotion: Modern Technologies for Marketing is a commendable book. The content of this book could educate business executives and students of commerce on how to meet online advertising and Internet marketing challenges using both present and future tactics and applications. In this regard, we will certainly be referencing it as we, at Ming Chuan University, continue to advance our own and our students' concepts and applications of online advertising and Internet marketing.

Chia-Wen Tsai is a Professor in the Department of Information Management, Ming Chuan University. Dr. Tsai is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design, and International Journal of Technology and Human Interaction. He is also the Associate Editor of Cyberpsychology, Behavior, and Social Networking. He is interested in online teaching methods and knowledge management. Readers can contact him by email: jawen12b@gmail.com

Pei-Di Shen now works as dean of Institute of General Education and professor of Graduate School of Education, Ming Chuan University, Taipei, Taiwan. Professor Shen is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design. Her primary interest areas are E-learning, Knowledge Management, Virtual Community, and Management Information Systems. Her research focus is distance delivery in higher education. Readers can contact her by email: pdshen@mail.mcu.edu.tw

Yi-Chun Chiang, M.Ed., is a staff member of the Teacher Education Center, Ming Chuan University, Taiwan. Readers can contact her by email: icchiang@mail.mcu.edu.tw

Pi-Fang Hsu is a Professor at the Department of Communications Management, Shih Hsin University, Taiwan. Dr. Hsu was formerly a marketing director in a well-known Taiwanese company dealing in consumer products. Her major interest is in Marketing Management and Decision Sciences. Her papers have appeared in Quality & Quantity, International Journal of Information and Management Sciences, Journal of Modeling in Management, Marketing Intelligence & Planning, Asia Pacific Journal of Marketing & Logistics.