

658.8 (075.8)

ІНТЕРНЕТ-МАРКЕТИНГ ТА ЙОГО ІНСТРУМЕНТИ

In article main components of the concept of Internet-marketing, its varieties and categories had been displayed, systematized and visually submitted. Place and role of modern tools in Internet-marketing had been defined. Complex of actions for improvement of using of modern means in Internet-marketing had been offered, its order and efficiency of application had been determined.

1960-

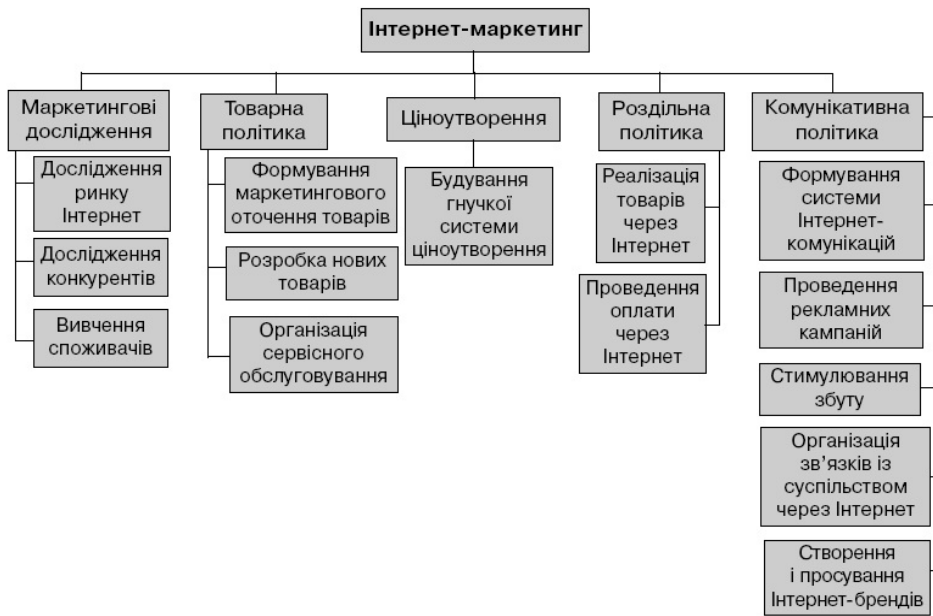
web-

[5].

” [10, . 14].

” [2, . 221].

(.1):



.1.

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* : <http://www.aup.ru/books/m80>.

[6, . 123].

[1, . 89].

30 (80 %). 22–23

100 %
(85 %) „ ” (in-depth) , 77 %
, 63 %
(guided navigation).

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