

E-Ticaret Firmalarında Pazarlama Yönetimi ve Stratejik Pazarlama Planlaması

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ÖNSÖZ

Değerli okuyucu, “E- TİCARET FİRMALARINDA PAZARLAMA YÖNETİMİ VE STRATEJİK PAZARLAMA PLANLAMASI” kitabında günümüz dünyasında giderek artan bir öneme sahip olan E Ticaret kavramı Pazarlama Yönetimi ve Stratejik Pazarlama Planlamasıyla harmanlanarak sunulmuştur. Pazarlama alanı içinde Pazarlama Yönetimi ve Stratejik Pazarlama Planlaması oldukça önemli bir yere sahiptir.

Dördüncü dalga olarak kabul edilen dijital çağ, rekabeti değerlendirme ve yeni müşterilerin ve pazarların kazanılması anlamında çağdaş kuruluşların sunduğu ürün ve hizmetler için yeni stratejik pazarlama biçimleri oluşturmaya başlamıştır. 90’lı yılların ortalarından beri, dünya ekonomisi, ürünlerini ve hizmetlerini internette tanıtan sanal organizasyonların yükselişiyle birlikte, E-ticaret olarak adlandırılan önemli bir değişimden geçmektedir. Elektronik ticaret, insanların ve kuruluşların iş yapma şeklini değiştirmekte; bilgisayar ağları, sanal iletişim olanakları (internet aracılığıyla) tarafından taşınarak her geçen gün daha da gelişmektedir. Kuruluşlar, dijital teknolojinin bilgiye erişimde çok önemli olduğunu ve dolayısıyla bilgi üretimi için belirleyici olduğunu kabullenmişlerdir. Bu erişim, farklı organizasyonel kişileri (örneğin; bireyler, müşteriler, tedarikçiler ve rakipler) sanal ortam içinde stratejik paylaşım yapmaya zorlamıştır.

Bu bağlamda çalışmanın literatüre katkı sağlayacağını umut ederek , hem e-ticaret hem de pazarlama alanına yeni bir bakış açısı kazandıracağına inanmaktayız.



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