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MARKETING IN THE E-COMMERCE ERA AND INDIAN STRATEGY

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Abstract

There is no universally accepted definition of the term "electronic commerce" or "e-commerce". However; it is generally used to cover the "distribution, marketing sale or delivery of goods and services by electronic means". It is transforming the world economy. It is radically changing the way people learn, work, play, enjoy and consume. The center of revolution is technology. The "technology has moved from the "back Office" to the front, line. Increasingly, technology is shifting the firm's relationship, with its customers from "face to face" to "screen to face" interactions. The internet concerns every sector of economy as good or bad way it changes the way business should sensibly organize its activities and go to market, it recent years; marketing techniques have undergone a sea change due to the advent of new technologies and the Internet. Hence, there is a need to study these techniques so as to find out the opportunities available or threat for the marketers. The present study has been taken up the importance of the study, review of the field and also key strategy of Marketing in India.

Key Words: Electronic Commerce, Back office, Web Mantras

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