Internet Marketing

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ENGLISH WORDS

- Netiquette
- Frictionless economy
- Second Life
- Avatar
- Web 2.0
- Peer-to-peer
- Media literacy
- Broadcasting
- Narrowcasting
- Push
- Pull
- Audience
- Face-to-face
- Face-to-face (group)
- Town meeting
- Hypermedia Computer-Mediated Communication
- One-to-one
- One-to-many
- Many-to-many
- Social presence
- Social networking
- EDP – Electronic Data Processing
- ICT – Information and Communication Technology
- Affiliation
- Reciprocity
- POPITT – Point of Presence in the Territory
- Information overload
- Smart agent
- Recommendation agents
- Collaborative filtering
- Home page
- Link
- Banner
- Frame
- Scrolling
- URL – Uniform Resource Locator
- Site map
- Site sponsor
- Site owner
- Project manager
- Site designer
- Content developer
- Webmaster
- Naming authorities
- ISP – Internet Service Provider
- Focus group
- HTML
- Reach
- Richness
- Freelosophy
- Paylosophy
- Reverse Marketing
- Digital divide
- Information democracy
- Trust-e
- Pay-pal
- Community
- Customerization
- Collaborative innovation
- Look and feel
- Brick and click
- Click and mortar
- Brick and mortar
- The bits are bits
- Blown to bits
- Online advertising
- Advertisement impression
- Click through
- Affiliate marketing
- E-mail marketing
- Customer Relationship Management