

Internet

1.

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2.

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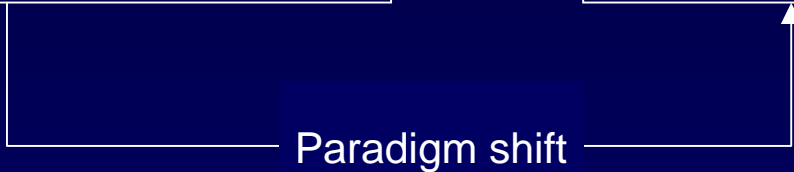
	>	<	<<
	Product-out Push	Market-in Pull	dB
	(Mass marketing)	(Target marketing)	(One-to-one marketing)
			()



		IMC
		(Target marketing)
	/	
	/	



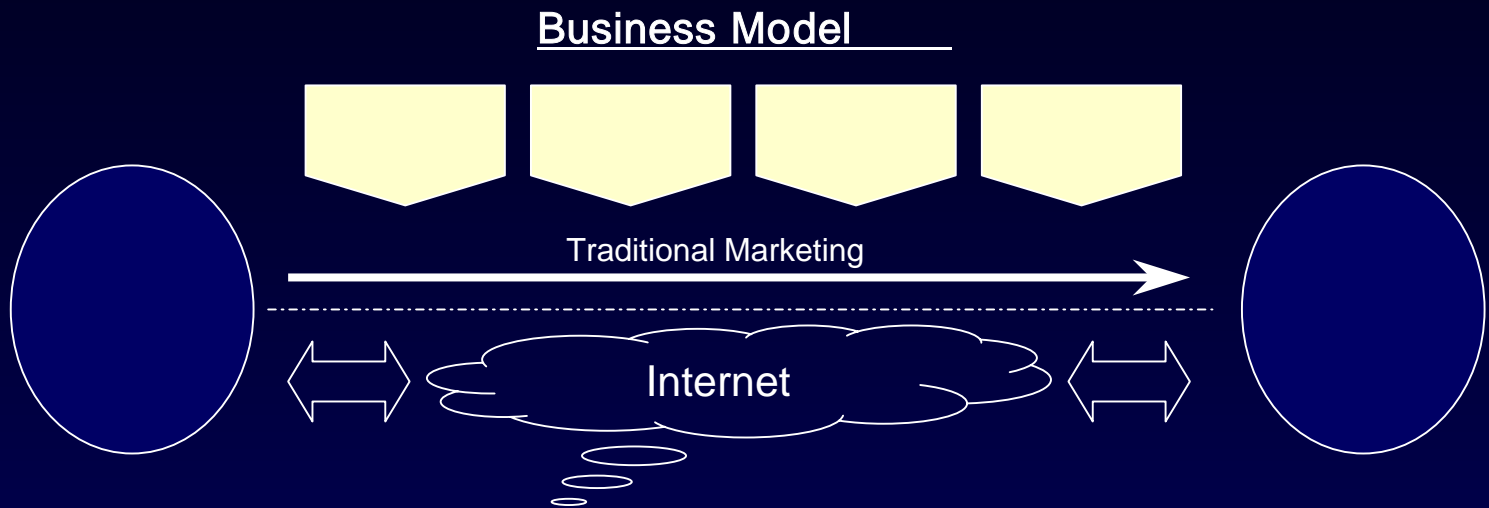
/ / /
On-demand
dB



Paradigm shift

가?

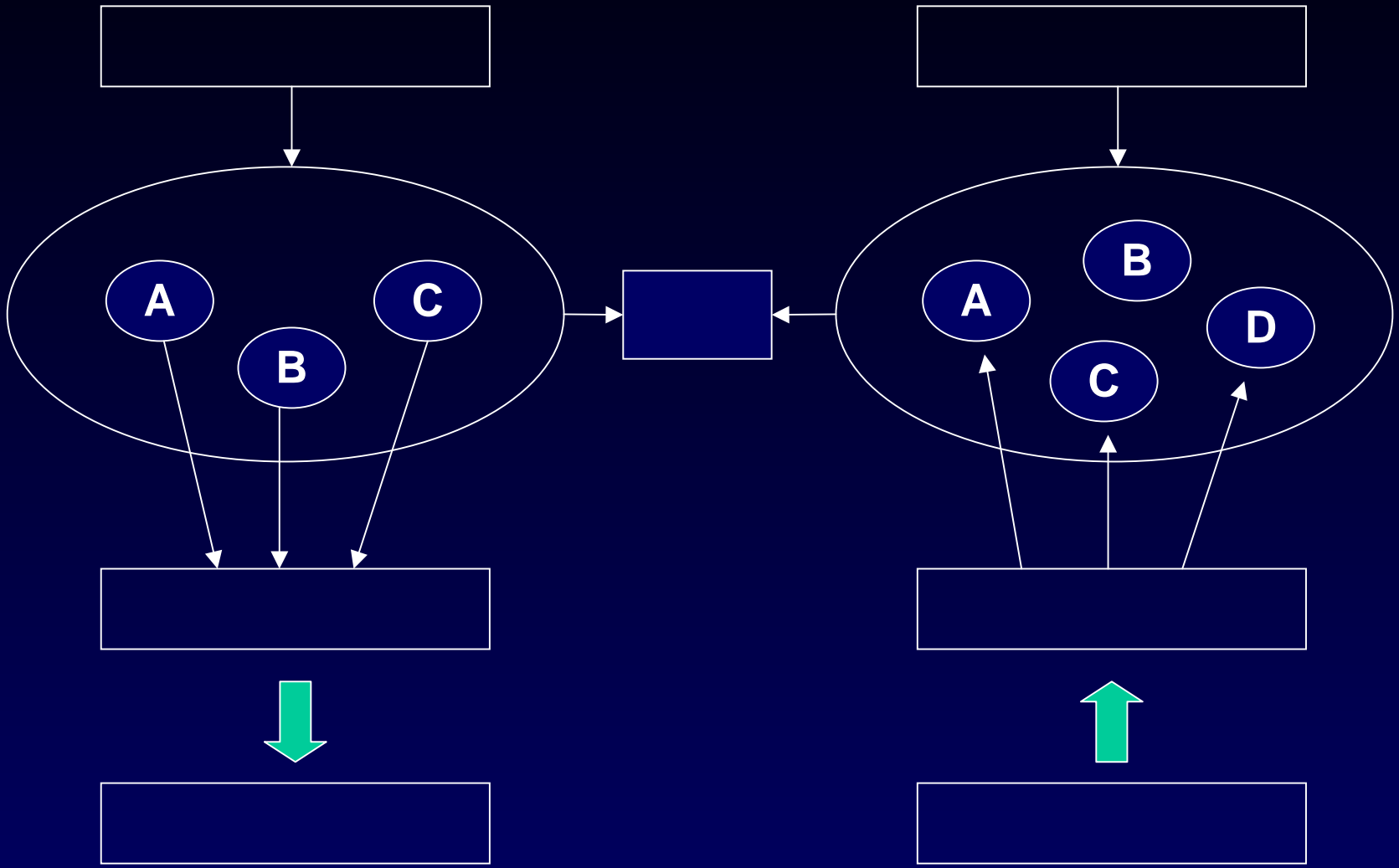
(World Wide Web)

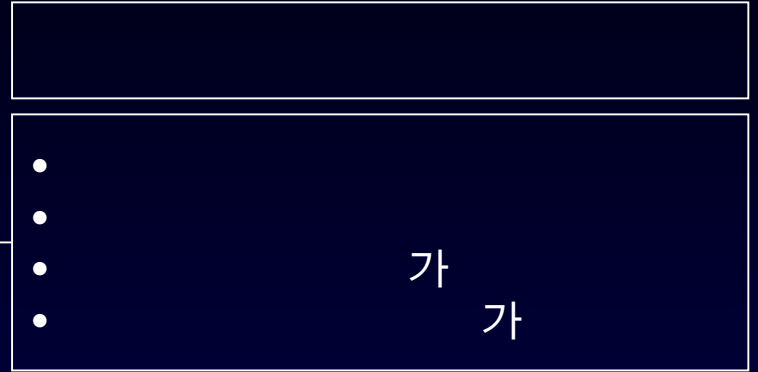


Business Opportunity

- **Direct / Personalized / Interactive**
가 Two-way Communication
- **Multi / Integration**
가
- **Anytime / Anywhere**
가

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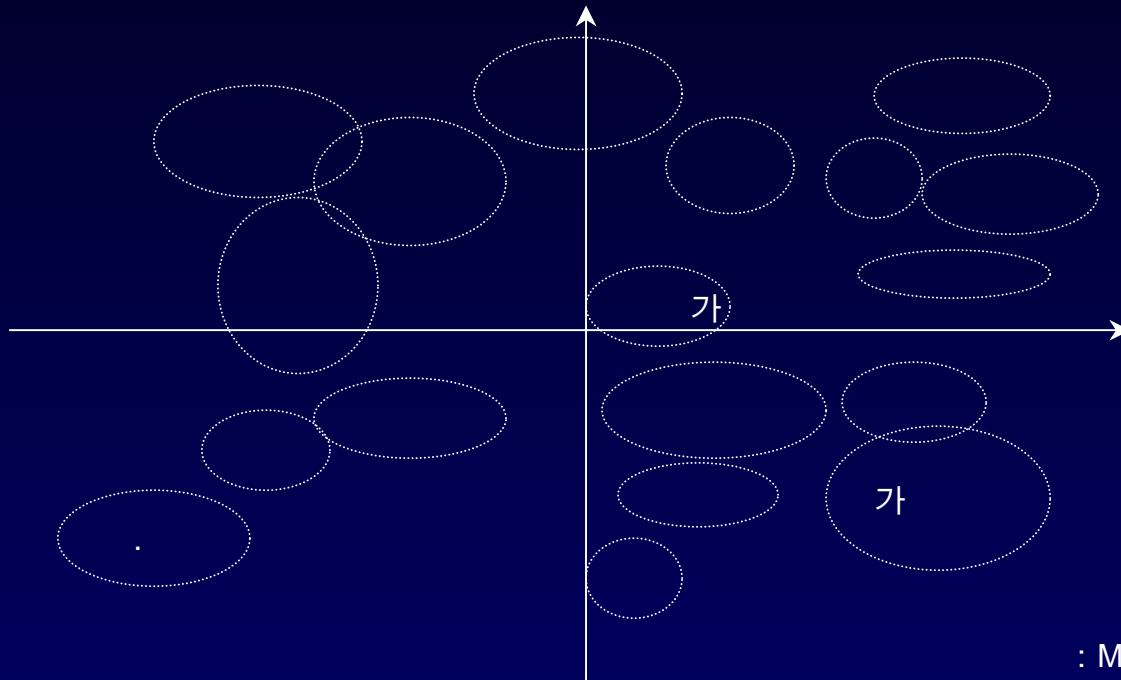




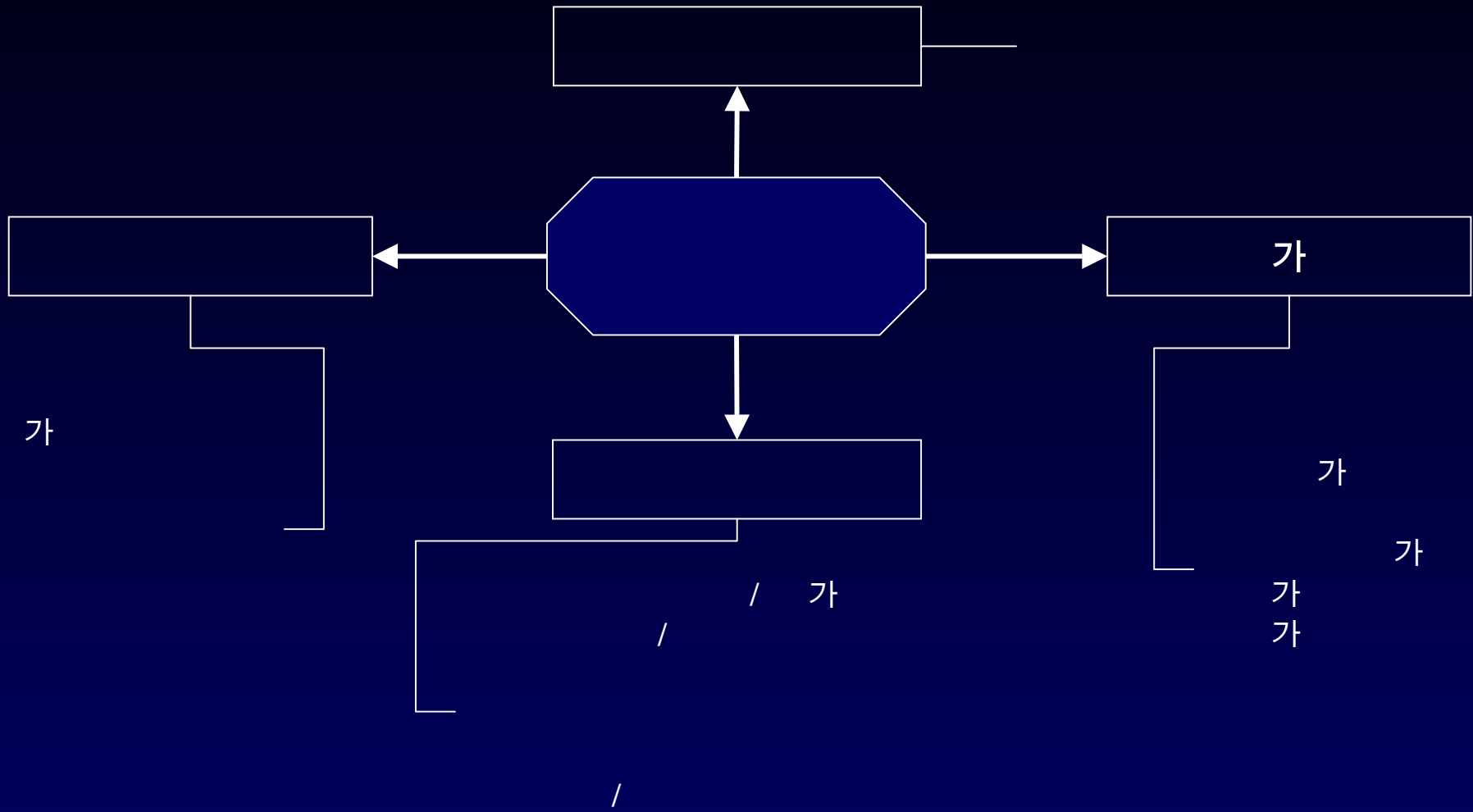
가

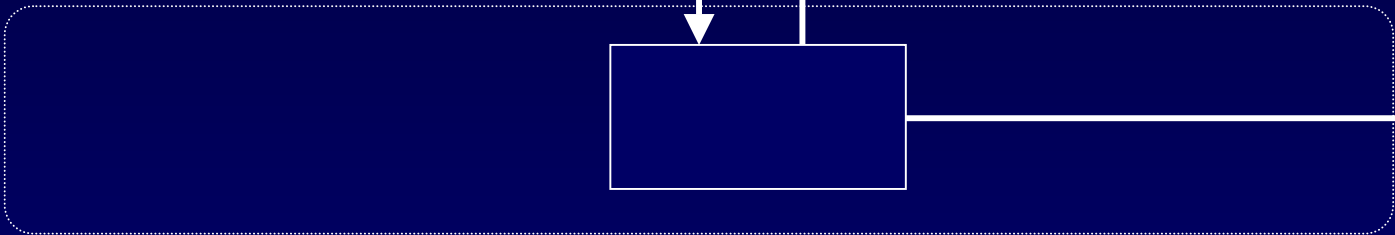
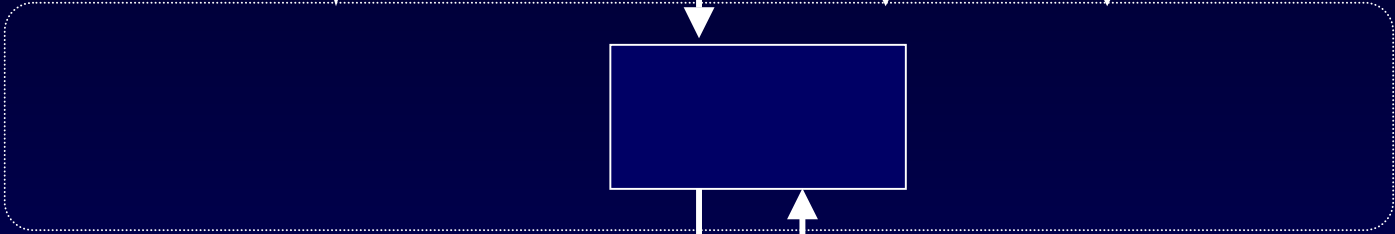
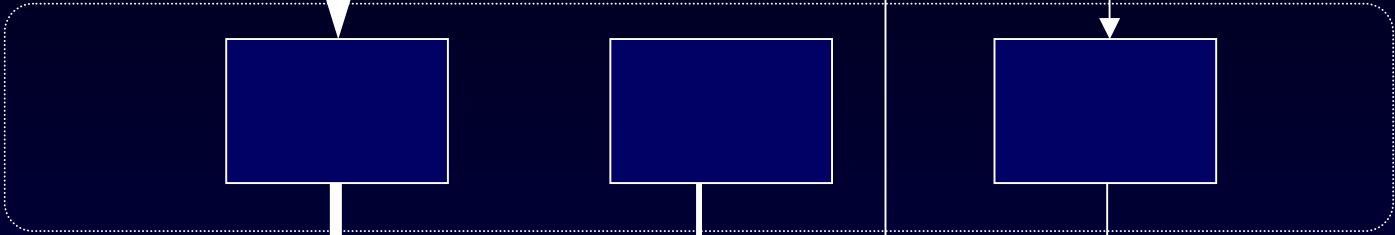


Interactive Media



: MacKinsey analysis





Email DM

Customer Side

Awareness Interest Bookmark 1st Interaction Loyal Interaction

Company Side

Exposure Attract Engage Create Interaction Maintain Interaction

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**Company
Side**

Exposure

Attract

Engage

Create

Interaction

Maintain

Interaction



Search engine
Banner
Hyperlink
Mass media

Company
Side

Exposure

Attract

Engage

Create

Interaction

Maintain

Interaction



Search engine
Banner
Hyperlink
Mass media

Information
Creatives
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Quotes

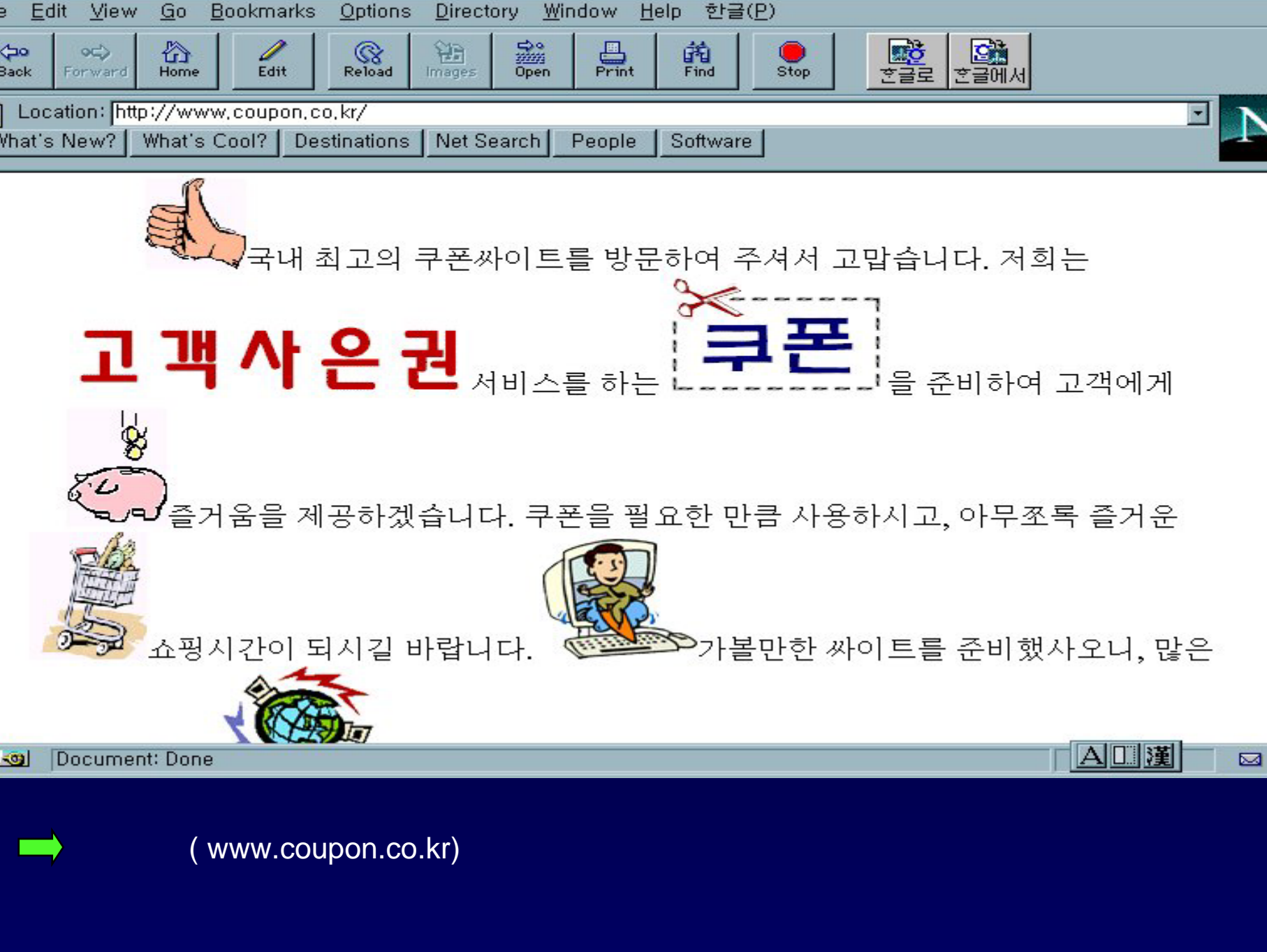
DJIA	7650.82	-47.40
CAC-40	2781.18	-1.43
^FTI	N/A	N/A
DAX	3859.66	+15.52

Headlines - Nov 19 11:33am [Edit Topics](#)

Breaking News Nov 19 10:01am

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- [Clinton Sends More Warplanes to Gulf](#)
- [FBI: No Evidence of Bomb, Missile in TWA Crash](#)

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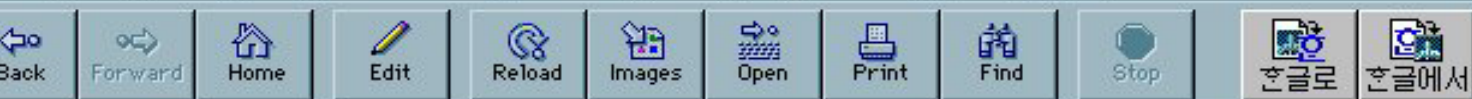
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Australia

Length of Stay	Hotel	Package Price		Reservation Hotlines
	Category	Currency	Price	
4 Days/3 Nights	C	AUD	1,119	131 747
4 Days/3 Nights	B	AUD	1,279	
4 Days/3 Nights	A	AUD	1,439	

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➔ Cathay Pacific (www.cathaypacific-air.com)

Company
Side

Exposure

Attract

Engage

Create

Interaction

Maintain

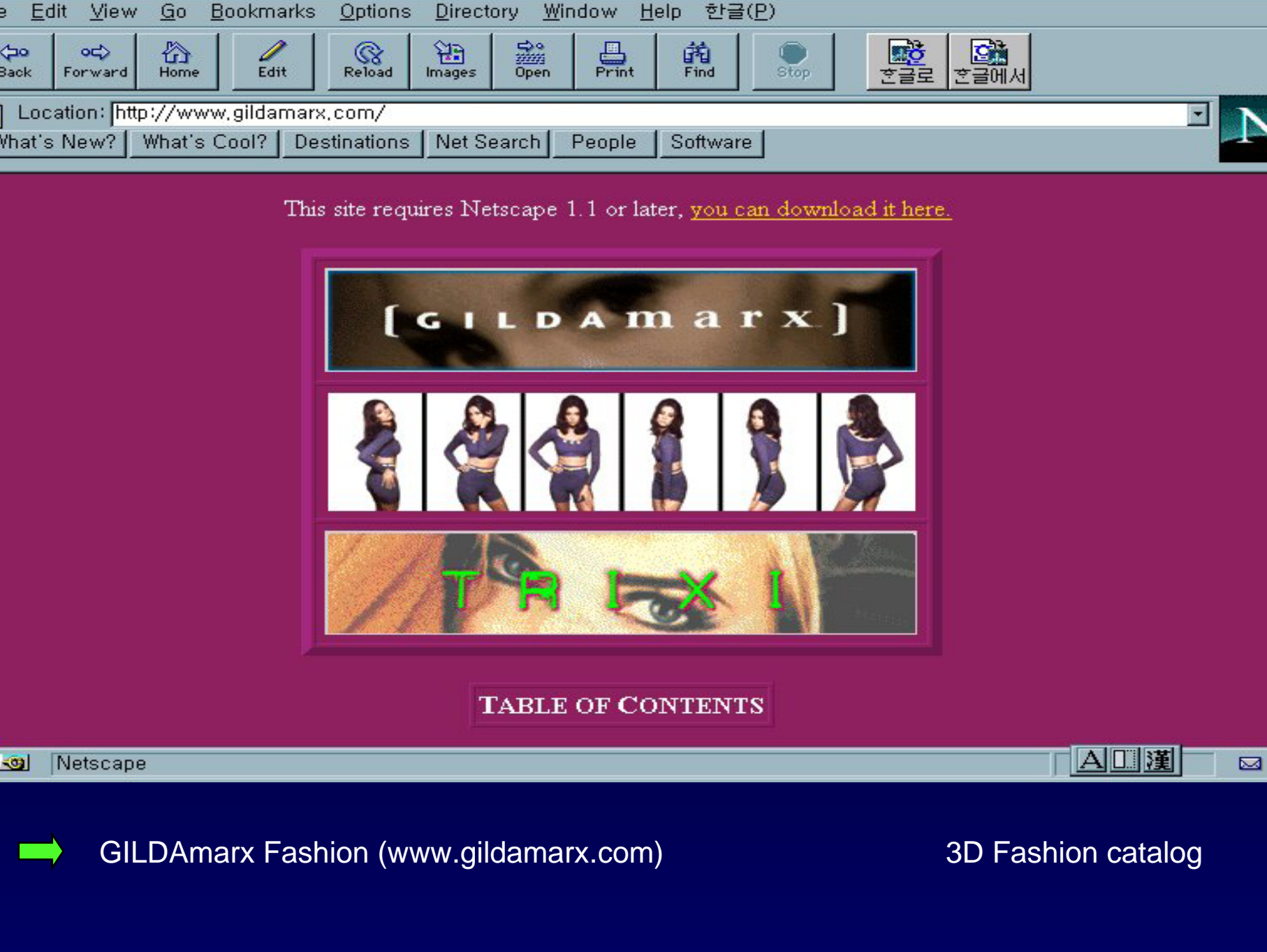
Interaction



Search engine
Banner
Hyperlink
Mass media

Information
Creatives
SP

Contents
Good design
Convenience



This site requires Netscape 1.1 or later, [you can download it here.](#)

[G I L D A m a r x]

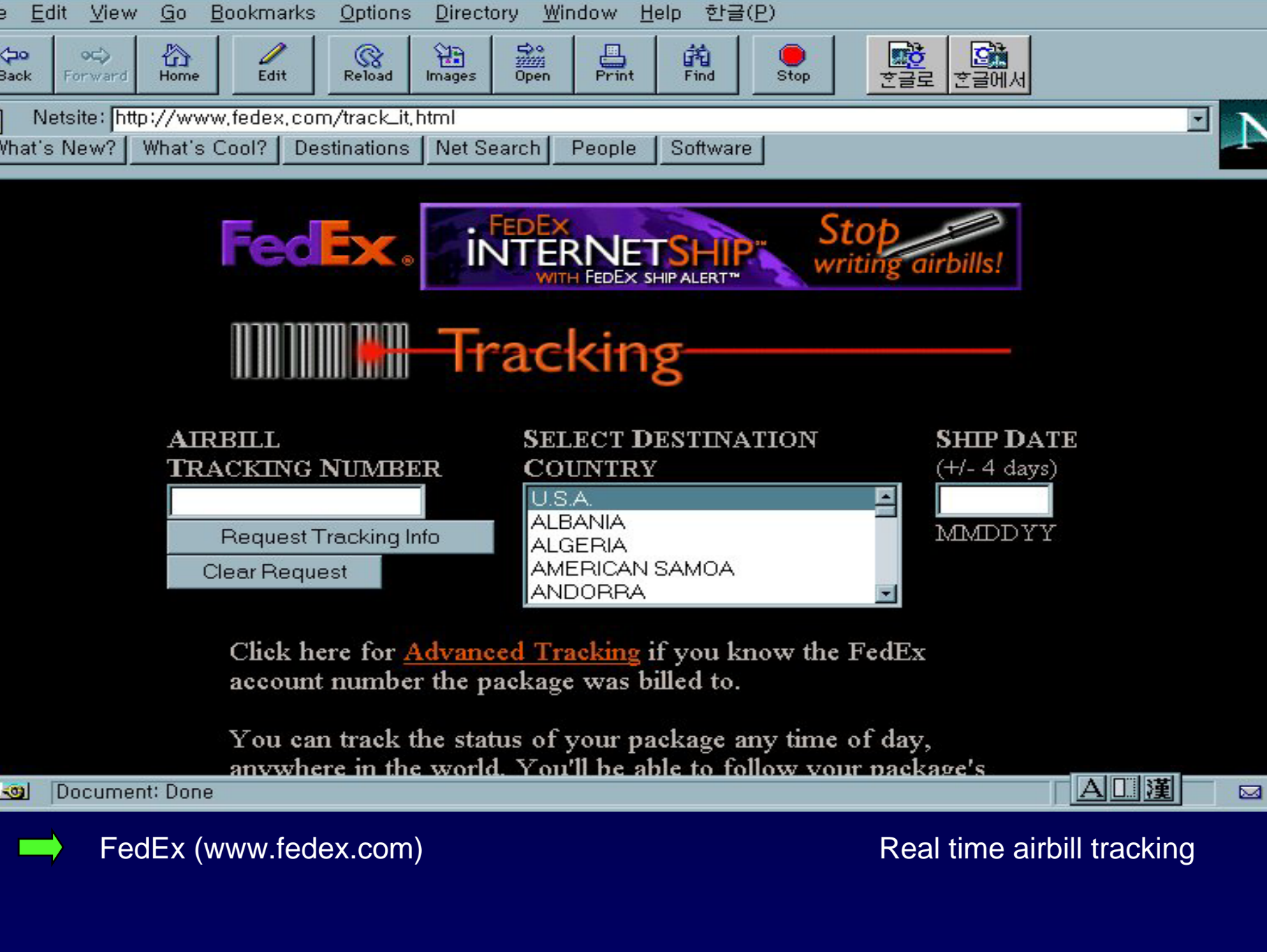


T R I X I

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3D Fashion catalog



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- ANDORRA

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(+/- 4 days)

MMDDYY

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Company
Side

Exposure

Attract

Engage

Create

Interaction

Maintain

Interaction

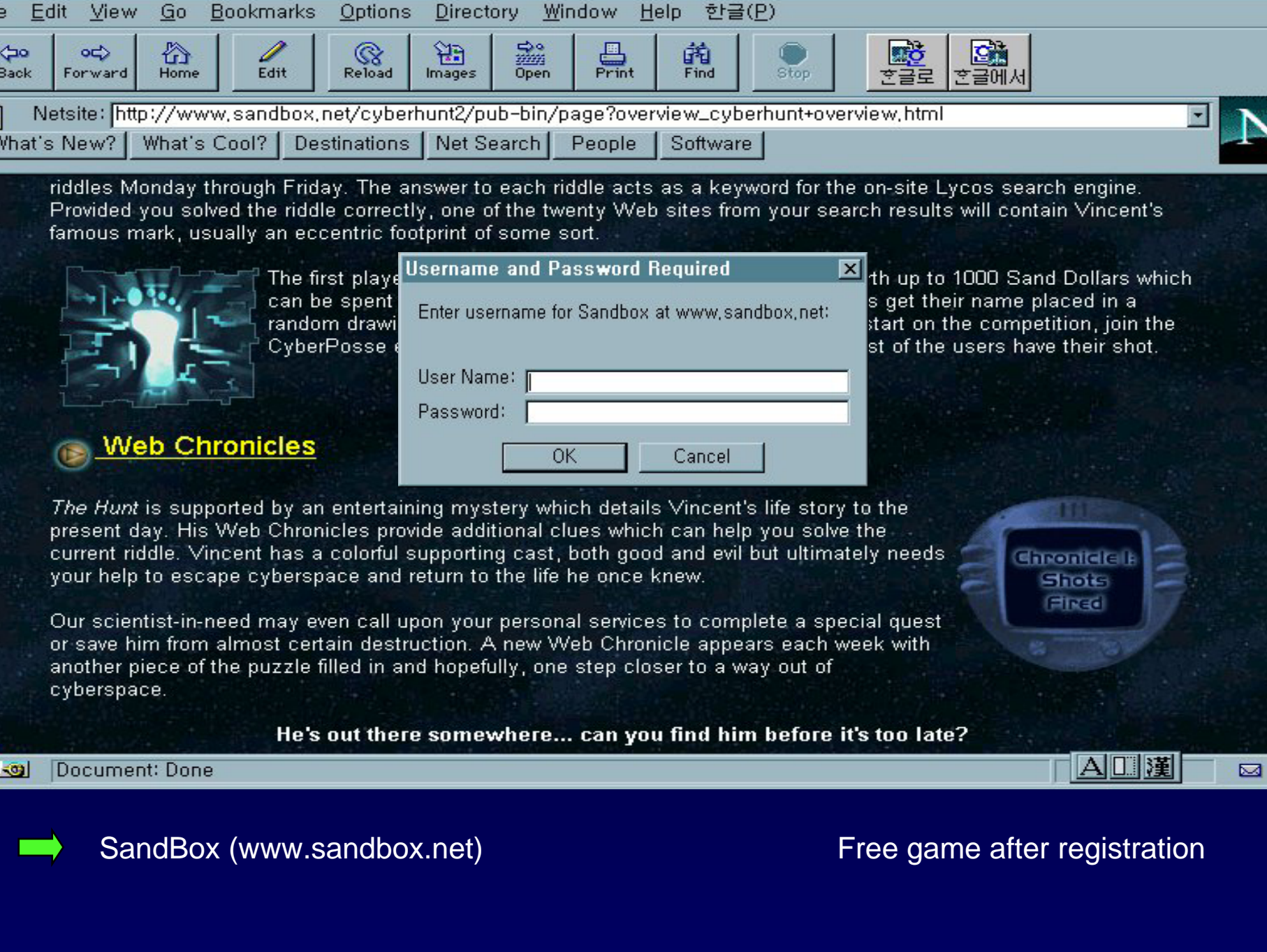


Search engine
Banner
Hyperlink
Mass media

Information
Creatives
SP

Contents
Good design
Convenience

Feedback
Free trial
Order



riddles Monday through Friday. The answer to each riddle acts as a keyword for the on-site Lycos search engine. Provided you solved the riddle correctly, one of the twenty Web sites from your search results will contain Vincent's famous mark, usually an eccentric footprint of some sort.



The first player can be spent in a random drawing CyberPosse

with up to 1000 Sand Dollars which s get their name placed in a start on the competition, join the st of the users have their shot.

Username and Password Required

Enter username for Sandbox at www.sandbox.net:

User Name:

Password:

OK Cancel

Web Chronicles

The Hunt is supported by an entertaining mystery which details Vincent's life story to the present day. His Web Chronicles provide additional clues which can help you solve the current riddle. Vincent has a colorful supporting cast, both good and evil but ultimately needs your help to escape cyberspace and return to the life he once knew.

Our scientist-in-need may even call upon your personal services to complete a special quest or save him from almost certain destruction. A new Web Chronicle appears each week with another piece of the puzzle filled in and hopefully, one step closer to a way out of cyberspace.



He's out there somewhere... can you find him before it's too late?

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➔ Lands' End(www.landsend.com)

Company Side

Exposure

Attract

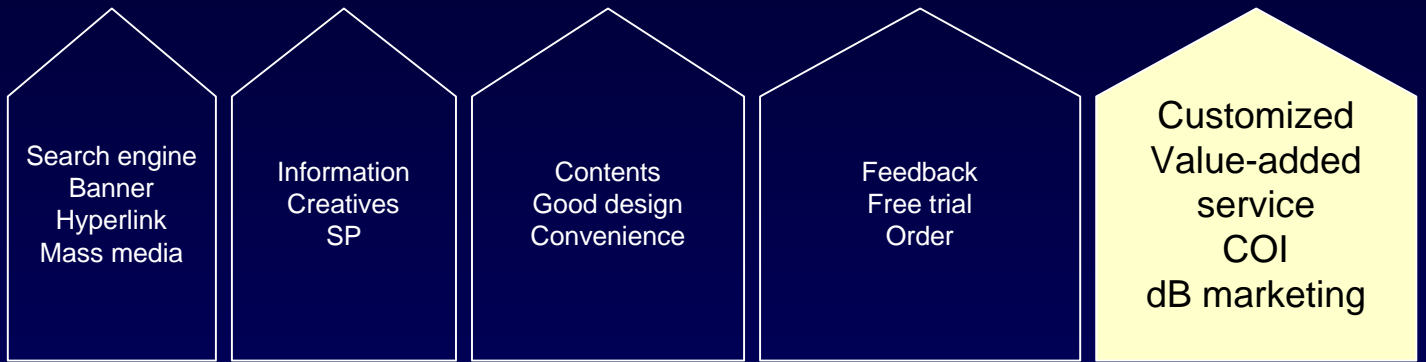
Engage

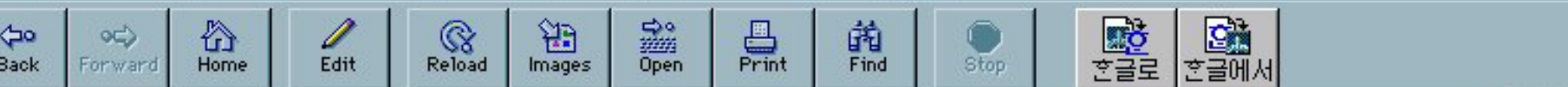
Create

Interaction

Maintain

Interaction





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- item 2
- item 3
- item 4
- item 5
- item 6

CHOOSE YOUR RIGHT SIDE CONTENT

- item 1
- item 2
- item 3
- item 4
- item 5
- item 6





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DJIA	7650.82	-47.40
CAC-40	2783.94	+1.33
^FTI	N/A	N/A
DAX	3851.81	+7.67
HSI	10154.36	-90.82
NIKKEI	16726.57	+443.25
NYSE	491.18	-3.70
S&P 500	938.23	-7.97
YHOO	51 3/4	-1/4

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- [Clinton Sends More Warplanes to Gulf](#)
- [FBI: No Evidence of Bomb, Missile in TWA Crash](#)

Current Events - Full Coverage Nov 19 11:30am

- [Islamic Group Claims Responsibility for Egypt Massacre](#)
- [Iraq-U.S. Conflict](#)



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