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EVERYTHING YOU NEED TO KNOW ABOUT INTERNET MARKETING

By Auliana Poon, Chike Farrell, Vladimir John, Eric Adams, Kevon Wilson, and Karen Morean. Tourism Intelligence International (An der Wolfskuhle 48, 33619 Bielefeld, Germany) 2011, 283pp. (tables, charts, references, subject index) Pbk. € 1,299.00. ISBN: 978 976 95364 3 2

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The Internet as one of the most significant technological advancements has become a central element for success in marketing today. In order to successfully operate in the dynamic business environment, it is no longer sufficient for companies to be present online but a well-planned strategy for online marketing is needed. *Everything You Need to Know about Internet Marketing* is a book, divided into nine chapters, with the purpose of providing a comprehensive and easily understandable guide targeted at any business to support the development of a Digital/Online Marketing Strategy.

One of the major strengths of this book is its easily readable style as well as the ample, clear, and colorful presentations of tables, facts, and figures. Suiting the purposes of the readership, the core statement of each paragraph is elevated to

allow capturing the idea of the text at a first glance. Moreover, the list of acronyms and the glossary illustrated at the beginning of the report provide a valuable list for readers to become familiarized with the variety of technical terms used in Internet marketing.

Overall, the structure of the book follows a logical sequence by initially providing an Executive Brief, introducing the historical development of marketing, outlining the increasing importance of Internet marketing, as well as explaining the various elements of an overall Internet marketing strategy, and finally, presenting two best practice examples of the industry.

At the beginning, an Executive Brief is presented, which provides businesses, as the main readership, with a convenient and short summary of the key information of this book. Chapter 1 reviews the historical development of marketing, which allows the reader to understand the evolution of marketing from conventional to more modern approaches and the emergence and increasing implementation of technology in marketing activities.

This is followed by Chapter 2, which seeks to explain the rationale for adopting Internet marketing underpinned by a number of current facts and figures. With regard to the statistics, it should be highlighted that all information provided is up-to-date and most graphs are from 2011 and thus well fulfill managers' and marketers' needs for latest information. Chapter 4 explains the core activities of Internet marketing through a four-component model called OPEN, referring to the processes of how to optimize, promote, engage, and note in the Internet marketing strategy, by using various online marketing techniques. Although this activity-related approach might be creative, a structure ordered by specific activities (e.g., how to undertake email-marketing, manage customer feedback, paid advertising, and viral marketing) might have been more expedient with regard to the targeted readership who might seek explanations of specific tools available.

Chapter 5 addresses all challenges regarding a company's own web presence, including effective tools to improve the website, increase traffic, or attract and retain visitors. Whilst a broad range of information regarding the website is presented, it partially appears that an almost too modest explanation of information is attempted. Arguments such as a website is accessible 24 hours a day and, in contrast to conventional resources, it can be accessed by an unlimited number of people, might be dispensable for the readers in order to keep the report concise and appealing. Chapter 7 deals with the probably most cutting-edge topic and latest area to explore in Internet marketing, viz., social media. Thereby, the power of social media, different social media platforms, use-scenarios, and a number of practical illustrations are provided. The last two Chapters, 8 and 9, outline Amazon.com and Google as examples of two success stories of Internet marketing.

Despite the overall clear structure of the report, a short introduction of what to expect from each chapter as well as consistency in terms of providing a conclusion section after each chapter would give the reader better clarity and overview. A few typographical errors have been detected that could have been avoided by thorough proofreading. The sporadic lack of figure numbers as well as the lack of references could have been addressed to allow further reading on specific topics of interest, if necessary.

In summary, *Everything You Need to Know about Internet Marketing* provides a very valuable resource and guideline for any business in the travel and tourism industry that aims to gain a sound but basic understanding of online marketing or for small-sized enterprises that attempt to learn how to develop an Internet marketing strategy. For more advanced professionals in the field of marketing, the book offers little that is new, although the latest facts and figures can certainly be of interest. Considering the relatively high cost of EUR 1,299.00, the report may only reach a

readership with a large budget and thus exclude the targeted small-sized enterprises, which could use this book as a self-explanatory guide for their online strategy. However, all in all, this book offers an up-to-date and useful resource that will suit anyone who seeks a basic introduction to Internet marketing. In addition, the straightforward and almost persuasive language used to explain the use of Internet marketing makes the report pleasant to read. **A**

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THE ETHICS OF SIGHTSEEING

By Dean MacCannell. Berkeley: University of California Press (www.ucpress.edu) 2011, xvi + 271 pp. (illustrations, bibliography, index) Price \$22.95 Pbk. ISBN: 9780520257832

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When MacCannell's *The Tourist* was published in 1976, a reviewer doubted if MacCannell's tourist would ever make intimate contact with the host cultures she visits (Stuart, 1977). Another reviewer remained skeptical about MacCannell's attempt to maintain a distinction between the consciousness of a sightseer (in the act of sightseeing) and the everyday consciousness of an alienated worker living in capitalist society (Heilman, 1977). MacCannell answers these pressing questions in his latest book, *The Ethics of Sightseeing* (MacCannell, 2011). According to this book, tourism researchers should first explain how tourist imaginary is positioned between tourists and the objects of their gaze. Sometimes tourists themselves misconstrue the imaginary as being identical to the real because the tourist sector represents it that way. Because of this, tourists' satisfaction is based on the images accumulated in their heads through repeated exposure to brochures, travel posters, and snapshots. Sightseeing manifests a basic human desire to ethically connect to a cultural other by coming to terms with the unconscious lost objects of desire in capitalist society. How the tourist finds this connection is the subject of the book.

Chapters 4 and 5 are the most interesting. In Chapter 4, "Toward an Ethics of Sightseeing", MacCannell addresses the broader ethical questions of living in a society where the moral imperative to "enjoy" has become the *summum bonum* of everyday life. He argues that the difference between everyday routines and tourist activities are not "real," only "symbolic supports for fantasy" (p. 54). As such, tourist attractions as symbols seem to offer up collective meaning while holding back on the promise. For MacCannell, there is no greater malaise affecting our