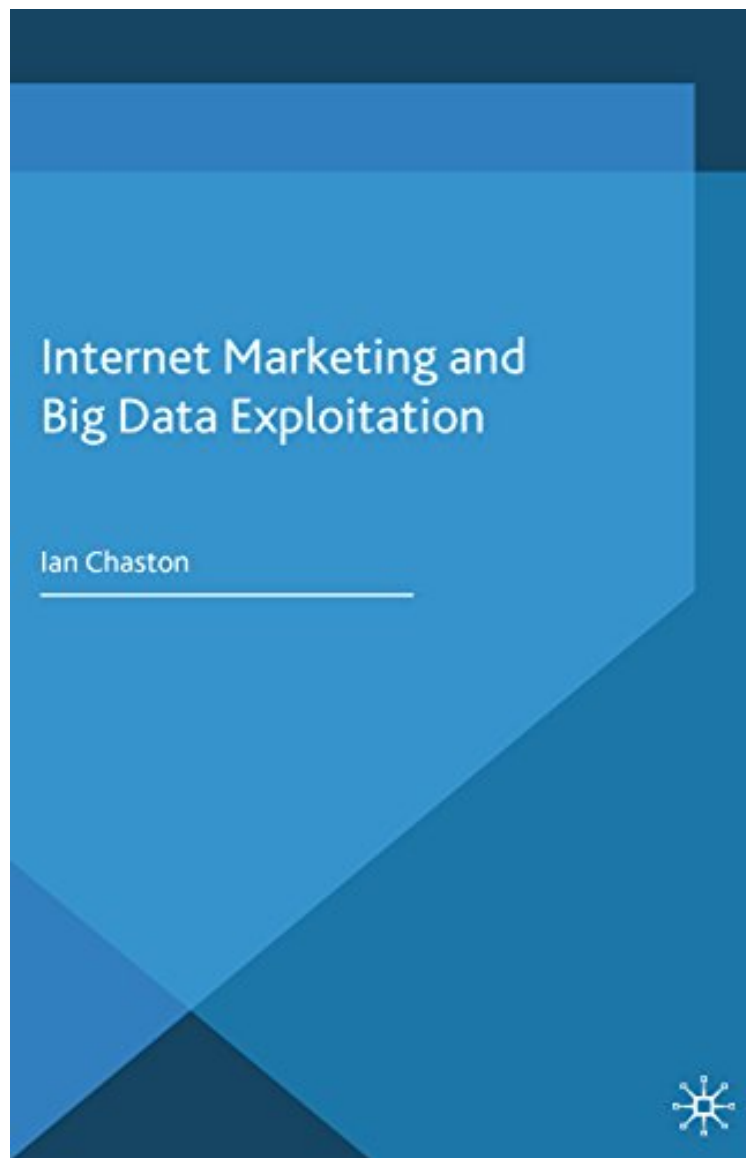


Internet Marketing and Big Data Exploitation

I. Chaston

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Understanding new strategic approaches is provided by examining how the online world is being exploited by organisations in sectors of a modern economy such retailing, healthcare and the public sector in terms of creating new forms of competitive advantage as a consequence of the advent of mobile technology and online social networks.

About the Author Prior to entering academia, Professor Ian Chaston worked in advertising and brand management. Having joined Plymouth University's Business School, UK, he was involved in researching the provision of Government-funded training programmes for entrepreneurial businesses in both the UK and overseas. As an Adjunct Professor at the University of Auckland, his research interests include entrepreneurship, marketing and public sector management.