Introduction And Summery

[Name of the Writer]

[Name of the Institution]

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A) Why the Book Should Be Read

 One of the reasons that the book must be read is that it gives an insight about how the online world is supposed to be operated. With the advent of the social media, online communities and hosts of the other things, the perception is there among people is that internet is one of the main sources of the information. This book goes a long way towards making sure that how the internet and the information that is available has to be taken with the pinch of salt. Another factor that has to be taken into account is that how this book goes to show that the other mediums of the marketing are always going to be much more useful when it comes to the provision of the information as compared to the internet due to the fact that not all the information that is available on the internet is useful and the selection and the filtering of the information has to be done by the user. Thus, book goes a long way towards dispelling this notion that internet and the marketing campaigns that are focussed on the social media are not likely to turn out well. Thus, this book is quite important in terms of the way the whole narrative is supposed to take shape. The internet has given us many outlets for our opinions as sites offer channels to post and share comments. Today everyone has a voice, and we can let people know what we think immediately, nearly anywhere in the world – an amazing development.

B) Why Book is Appropriate for the Course

 For the students that are studying marketing, it is very imperative that they understand the how the core concepts of the marketing are supposed to be working. The problem is that the student these days are so caught up with the social media marketing tools that they do not take into account the fact that there are some other mediums of the marketing that can fit the bill. At the same time, the other factor that has to be taken into account is that the book goes to show that how the information that is displayed on the internet has to be taken with caution. The only way students are going to be able to comprehend this information in a better manner is that they understand what some of the pitfalls of the way internet marketing and other promotional tactics are that are done using the internet are supposed to be carried out. So, this book goes a long way towards clarifying the concept of how internet is supposed to work out.

C) and, what argument you plan to make about the subject matter of the book in the context of the class.

 The argument that is needed to be made here is that how the internet as a tool is being exaggerated in the sense that it does not provide enough insight with regards to how the different marketing tools. The problem with the internet these days is that it is such an open platform that anyone can come up and write on the internet. What it means that even no one has an interest or stake in something that is related to the marketing has to be something that is needed to be taken into account. The other aspect that is very important to take into account is that how the internet has the capability to distort the whole thing that is needed to be taken into account. The course can also go a long way towards totally disregarding this notion of how effective the internet as a marketing tool is.