



# Emerging Business Online: Global Markets and the Power of B2B Internet Marketing

*Lara Fawzy, Lucas Dworski*

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In this first comprehensive guide to Internet B2B marketing in emerging markets, the authors introduce their proprietary ebocube (“Emerging Business Online”) approach: a comprehensive, applications-oriented method that covers every stage of the marketing process. Using their framework and methodology, business leaders can implement a low-risk, high-reward business model, penetrate the world’s fastest-growing markets, and create significant value where it never existed before.

The authors begin with an up-to-date introduction to emerging markets, including economic potential, languages, culture, time zones, economies, politics, and Internet/mobile penetration. Next, they review emerging market best practices for branding, distribution, segmentation, and collaboration. Then, in the heart of the book, they introduce the powerful, three-phase Internet-based ebocube B2B marketing and sales model.

Readers will learn how to establish metrics and dashboards to stay on track through the entire commercial cycle; how to plan and manage campaigns, from selling propositions to media mix; how to utilize email, webcasts, websites, and banner ads in emerging markets; how to mix in offline media and channels; how to budget and manage marketing operations; and much more. Emerging Business Online concludes with detailed case studies showing ebocube at work driving real profits.

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