



E-Promotions : The Value of E-Mail Marketing

Gerardo Giannoni

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This monograph brings together two distant worlds: the volatile and hyper-aggressive milieu of e-mail commerce and the practices of a traditional, multilateral institution. How does Amazon.com market books and how does the IDB distribute its publications? How much can the Inter-American Development Bank learn from a dot.com?

It seems that some of the marketing tools used by the ever so powerful Amazon.com can be used by a small but respectable publishing center of a development bank. Not only that, but the Bank can learn from the mistakes of the big dot.coms. This is a most welcome piece of writing.

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