

## **MARKETING SYSTEMS FOR THE INTERNET**

### **SISTEME DE MARKETING PENTRU INTERNET**

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***Abstract:***

*Considering that the income of a company comes from its customers, they should be treated as if they were company assets; the management and marketing departments being responsible for initiating, continuing relationships with, and maintaining costumers. All of these imply investments linked to costumers, meaning promoting, direct marketing, public relations etc. Today's society enforces these investements in order to be adapted for the Internet space.*

***Key words:*** *Systems, marketing, Internet, site, data*