

دراسه مقارنه لأثر استخدام التسويق التقليدى والالكترونى على الكتب المطبوعه  
**A comparative study of the impact of using traditional and electronic  
marketing on printed books**

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## **Introduction**

Marketing is a human activity that aims to facilitate the process of exchange between individuals, provided that the study of current and prospective customers to identify their needs and desires changing, and plays the individual a key role and effective in the marketing system.

Marketing aims at satisfying the needs of the consumer. This means that marketing is the effort exerted by marketing men to reach customers and achieve their desires and needs while achieving the desired profit for marketing men (the company that produces the product or service marketed).

With the development of the field of communication, especially the emergence of the international information network (Internet) and especially the marketing services provided by this global network, marketing competition has become a fierce competitor, and it has become the responsibility of marketing men to develop themselves to connect with customers on the networks of marketing for their products.

The printed books have fallen under this terrible development, and we have become in dire need of marketing books electronically and marketing in traditional ways.

The fact that books are one of the important publications that many readers need in various fields has become a competition between traditional marketing and electronic marketing.

## **Research problem:-**

The problem of research is summarized in- There is no clear marketing strategy for publications that the publisher relies on to market his publications. (Which is better based on electronic marketing of publications or traditional marketing - or combination of the two methods).

## **Search Aims: -**

The research aims to - Examining the impact of both electronic and traditional marketing on the sales movement of publications and which is better.

## **Research Methodology:-**

The researcher followed the analytical descriptive approach to achieve the desired goal of the research.

## **The most important results**

- 1 - dependence in the Arab Republic of Egypt on traditional marketing significantly.
- 2 - The integration of both kidneys will achieve high profitability.