

## Online Marketing Communication Channels

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Online marketing communications are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers. It is now possible for an individual to be just as efficient in broadcasting information.

This article suggests an infrastructure that could be useful in studying how online communication channels are emerging and how they might evolve in the future.

The elements of this infrastructure are core/technological, competitive/commercial, political/regulatory, and social.

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