



E-BIZ JOURNAL

International Journ@l of Business Mktg & Communication



E-Biz Journal Number 4/November 2006

NUMBER 4/NOVEMBER 2006

On this Issue:

- **Something new about our e-magazine**
(by Marco Mancinelli)
- **The importance of web site optimisation**
(by Phil J. Garrick)
- **The press conference. How and why**
(by Elena Castellini)
- **The essentials of direct mail and direct marketing**
(by Tony Lander)
- **Euro behaviour: another brick in the value theory**
(by Alberto Tedeschi)
- **The perception of CSR in the marketers world**
(by Marco Mancinelli)
- **How creative professionals can get more perfect clients**
(by Kirstin Carey)
- **When the marketing becomes an "ambush"**
(by Luca Clemente)
- **Marketing tips - on a budget**
(by Diana Ennen)
- **Outside of Biz, Inside the World**
(by Marco Mancinelli)



E-BIZ JOURNAL

Marco Mancinelli
- **Publishing Director** -
Phil J. Garrick
- **Project Leader** -

- **Editorial Staff** -
Michael Griffin
Tony Lander
Claire Weller
Luca Clemente

**Experts.. Minds.. Projects..
Events... *HERE!***

- **MEDIA PARTNERS** -
www.comunitazione.it



www.marketingjournal.it

Marketing Journal



www.clubdelmarketingedellacomunicazione.com

E-Biz Journal Number 4/November 2006



Something new about our e-magazine

by Marco Mancinelli – Publishing Director – press.mark@email.it



Dear readers,
so, we are arrived to the fourth issue of E-BIZ Journal.

As announced on various information portals, from this new issue, our and your international e-magazine of business marketing and communication changed its graphical format: our intention was to give it a more journalistic look, given that all our editorial staff works as a group of reporters: communication and information as for the professional and biz sectors we speak are our way of developing this publishing product that is really becoming a pleasant appointment for a worldwide target of readers. Therefore, after a long, careful but challenging work aimed to renovate E-BIZ Journal, now, we are ready to present it with a new and more interesting version. Obviously, we worked for developing ulteriorly the quality of contents we get, because we do believe that, as authors of a publishing product, the permanent improvement is a real value and a mission to achieve.

So, this issue includes very interesting articles to read with a lot of attention: in fact, they are particularly linked to various and significant aspects of your daily marketing and communication activities.

On this issue, you can read about the importance of web site optimisation, how and why to organize a proficient press conference, interesting considerations about the commercial trends caused by euro currency entry, a particular analysis of what marketers call "ambush marketing", original ways to get for developing new forms of business. Moreover, information about a relevant event dedicated to the modern direct marketing and organized by an important US association.

And that's not all. E-BIZ Journal realized another opinion poll by involving via e-mail 300 marketers (our readers): we analysed their perception about the CSR, Corporate Social Responsibility, a new companies approach to market and society, a topic that is changing, step by step, the way of making business in an increasing part of biz world.

And, of course, your reading of this new issue will finish with the section dedicated to "pills" of arts, a little but appreciated space for remember that our life is not only a biz challenge.

And the novelties are not finished: wait for next issues...

Enjoy your e-magazine and see you on December, of course!

M__

The importance of web site optimisation

by Phil J. Garrick - Project Leader - news_brand@yahoo.co.uk



The popularity of on line marketing is fast increasing with the number of Internet users increasing rapidly worldwide. The potential of on line marketing is going to increase manifold in the years to come. Any website needs technological solutions for website optimisation and better ranking to play a greater role in the world of on line marketing. Every web site desires a higher ranking on the search engines. Higher ranking means more traffic and better visibility. These two are basic essentials required to script a success story. A good technological company has to provide natural based LSI search engine optimisation. Natural listings receive the maximum number of clicks. So a higher ranking in natural listings is desirable. The necessary method must focus on the deployment of a group of keywords. The real experts make sure that an integrated solution is provided incorporating areas such as optimisation of the web site content, keyword research, Meta tags and other html tags creation, site navigation and control flow optimisation, generating additional website content relevant to the chosen keywords and back link creation. The modern web site needs software uses proactive keyword search management and is flexible and cost efficient. Try to believe.



The Press Conference. How and why

by Elena Castellini - Communication Consultant - elena.castellini@libero.it 

Everything you should have always wanted to know and you have never dared to ask about press conference Press conference: read the directions carefully

"A **news conference** or **press conference** is a **media event** in which newsmakers invite journalists to hear them speak and, most often, ask questions." This is one of the lot of different sentences you can find to define the Press Conference.

Yet what the press conference really is? I will try to offer you a humble point of view from someone who works on the other side of the "barricade". In my opinion it's the most stressful and demanding activity within the entire sector of Public Relations: you have to match your CEO's needs with journalists' interests and try to survive after that!

In my opinion there are 3 crucial questions to consider before starting the hard work:

1. Does it worth? I.e. Is the topic so important to hold a press conference or a press clipping is enough?
2. What does your CEO expect from this event? Why does he want to make a statement in front of the press? Is he able to speak in front of a demanding public?
3. Are you able to satisfy him? Do you really know how to deal with the Press?

After answering without many problems this questions, you can read the following tips.

STEP ONE: PREPARATION

This is a very delicate phase. You have to bear in mind the press conference aim in every choice you are going to made. Sometimes it could be difficult to explain some communications rules to your CEO so you need a lively imagination.

1. **Topic:** it would be better to hold a conference only when you have an extremely important news or information to present for example M&A (Merger & Acquisition), Rebranding Campaign, Launch of a new product, Crisis Management, ... in order to have as much journalists as possible and consequently maximum coverage.
2. **Spoke persons:** there are 2 or 3 speaker, usually CEO and General Manager or someone

more qualified to intervene about specific issues. It is very useful to invite a well-recognized chairman to introduce the topic and to manage the turns of word and the Q&A.

3. **Briefing for the speakers:** it is necessary to train up the spoke persons considering that the journalists will try to trouble them especially during the Q&A phase. Most of all they would like to speak for 20 minutes and so, but you know the audience's attention line lasts a bit less, so they shouldn't talk for more than 10 minutes.
4. **Target:** locate the target you want to reach with the conference and try to adapt your communication on it to avoid misunderstandings.
5. **Location and catering:** the easier to find, the better! Journalists have less and less time to waste in moving. The best location is easily reachable by the underground or even on foot. Last but not least: delight your participants with a good lunch during which the journalists can have an informal talk with the Top Management of the company.
6. **Date and Time:** be careful on the date! Make sure your conference doesn't coincide with other companies events to avoid overlapping. Choose a convenient time for the press. The best time to schedule a news conference is 10:00 a.m. This allows time in the morning for the assignment editor to review the story options for the day and to assign a reporter to your event

STEP TWO: REALIZATION

Now you have to put into practice the "Step one" items. Good Luck!

1. **Invitation:** send out the invitation card 10 days before the event (3-4 days before for dailies and newswires) including crucial useful information such as timing, location, agenda, speakers, chairman, contacts, maps, parking instructions. The simpler, the better.
2. **Press Release:** it is a sort of summary about the conference. It will be given to journalists to better follow the speakers and sent to the others who are not able to attend.

to be continued on page 4

- 3. Press kit:** collect the press release, the agenda, the company profile, speaker's curricula, and anything else could be important for the event.
- 4. Mailing list:** select only those journalists who can be interested in your conference. Don't bother them if they are focused on other issues. Call the editorial office and ask the right journalist.
- 5. Recall:** send the invitation card to the press and start the phone call until you have received positive answers.
- 6. Location:** check the room chosen for the event and be aware that everything is under control (microphones, laptop, video projector, seating arrangement...)

STEP THREE: THE JUDGMENT DAY

At last arrives the crucial date you have worked for all days long. You have to gather your strengths and make the last effort, hoping that everything goes well. You will be very pleased to welcome the press giving them the precious press kit you have prepared and lead them inside the room where the Top Management is ready to start. Give them a quick rundown of what will be happening and where the speeches, statements and interviews will take place. You may need a facial plastic surgery that allow you to keep your smile on even in case of earthquake and you are ready to face any troubles. After the conference you are completely available at journalists' requests and when everything is finished you can go back to the office to answer to every inquiries.

STEP FOUR: THE DAY AFTER

Now you can collect (or not) the fruits of your work monitoring how many articles the event has produced. Remember that you are valued with the Press Review, the bigger, the better.

This is more or less what happens when your demanding boss wants you to organize a press conference. It's a very hard work and you have to keep in mind every details. Every CEO loves to have a speech in front of an audience, but if you haven't a real news, my personal suggestion is try to avoid it! Convince your boss that one to one interviews are better and cheaper. Otherwise...enjoy it!

The essentials of direct mail and direct marketing

by Tony Lander - Advertising Consultant 

The best-selling direct marketing seminar in America is coming.



Approaching event in New York, on 4th December 2006, yes, a decisive training occasion about direct marketing. Most new direct marketers make mistakes that cost their companies thousands of dollars in lost income. The course organized by DMA Direct Marketing Institute will save your company many times more than the cost to attend. DMA's Direct Marketing Institute is an in-depth course for beginners and a great refresher for experienced DM professionals wanting to sharpen skills, expand their expertise, and update their knowledge. It shall cover all the core aspects of direct marketing from the basics to the latest concepts in an easy to understand manner. Whether you market to business or consumers, this seminar will cover all the core areas of direct marketing - from the basics to the latest concepts - in an easy-to-understand manner. Plus, you'll take home a complete notebook packed with concepts and examples covered in the seminar - this will become the most valuable reference in your direct marketing library. Direct Marketing Institute is a 3-day seminar. For a career in direct marketing and a detailed understanding of all the key elements including research, catalogs - on line and print, more thorough understanding of testing, copywriting and Internet - then the 3-day Institute is the right choice. For further information: <http://www.the-dma.org/seminars/basics/>

Euro behaviour: another brick in the value theory

by Alberto Tedeschi - Journalist - alberto.tedeschi@gmail.com



Over the last four years, something strange happened in Italy. On January, 1st 2002 the country was engaged in the historic changeover from Lira to Euro. But no one at that time could even imagine that less than five years later, the price scenario could have changed so deeply. Authorities - government, central bank, political parties - and the media were worried about how to use cents and how to handle new, unusual small coins. So worried that they didn't foresee structural changes in the perception of the so called value for money. Now it's normal to pay 3 euro for an orange juice in a bar in Milan or Rome. Five years ago, 6.000 lire for the same juice would have seemed a stupid joke from a barman who didn't succeed in becoming a clown. What happened?

The dionysiac world of HoReCa

HoReCa is the acronym for Hotel, Restaurant and Café (not catering, as someone thinks. Catering is a service, not a place). In Italy, HoReCa means a composite world of 200.000 shops - from the one-person bar in a small town, with old furniture and older customers, to the trendy location in big cities, such as Armani Café or similar happy hour temples. A world so composite, that a lot of commentators divide it in two parts: HoReCa and SuperHoReCa. But average or super bar have something in common. Prices have been getting crazy during last four years: the ratio 1 euro : 1.000 lire became the rule, when official rate should have been 1 euro : 2.000 lire (1936,27 European Central Bank told us). With the same money in euro, you buy half the product. But as long as you can't divide a 33 cl bottle of beer, this means you pay it twice as much the old price in lire. It's quite impossible to find in a bar a 33 cl can of Coca-Cola that costs less than 2,50 euro. If you're hungry and you take a sandwich (3,50-3,80 euro), final check is more than 6 euro. Everywhere, espresso coffee is 0,80-0,90 euro, but this price is kept low because consumers are very sensitive to this product.

Since 2002, restaurant in city centre ask you for 25 euro to have a standard dinner, unless you want only to enter and see other people eating. If you want to astonish the girl sitting in front of you and ask for a bottle of wine, a 20 euro banknote will go out of your pockets. Until some years ago, you could go in pizzeria, have one pizza and a beer and pay 15.000 old lire. Now you pay 15 euro only if you are

lucky and you find a cheap place (often managed by extra communitarians, God bless them). One more time, we wonder: what happened? Isn't valid anymore the market rule that says: consumers choose with their feet and go where the value for money is better. Mojito and Negroni that cost 8 euro are a market failure, like pollution or Enron?

The apollonian world of Retail

Hypermarkets, superstores, supermarkets, convenience store, discount. This is the composite retail world, i.e. modern trade, that excludes small shops, bio stores, specialties and gourmet shops. Retail or off premises, as Anglo-Americans call it, because you buy a product in a place and you eat or drink it in another place, usually at home (on premise is the opposite, i.e. the HoReCa). Are prices getting crazy also in this channel? Absolutely not. A rush to special offers and discounts (50% off, 70% off, every day low price, take 3 products if you buy 2, take 2 products if you buy 1, until the so called "under cost") and very strong competition among retailers have kept prices under control, before during and after the changeover storm. Five years ago, a 1,5 lt Pet bottle of mineral water was 800 lire. Now it's 30 cents. The cost of a 1 kg box of pasta Barilla was 1.800 lire, now it's around 1 euro, but 2 times out of three it's sold in special offer, 30% or 40% off the price. A lot of industrial items are +10-15% compared to 2001, of course, but - you know - inflation rate has not disappeared from Planet Earth, and the only place where the official Istat rate is still valid is retail. Private labels offer a cheap alternative to everything - from biscuits to salmon, from sauces to ready meals. With 30 euro, a one-member family - a single - can buy food and drink for one week. If he/she goes to Lidl, 20 euro are enough. Here the market works without any problem.

Value for money is (not) the answer

So what? Value for money, baby. Value for money is not an absolute rule. You have one in HoReCa and one in retail. Consumers look for the best offer in supermarkets, and they know they're going to find it every time they visit the store (It's Wal-Mart philosophy of "every day low price"). Consumers are absolutely rational in this behaviour. But the same consumers switch to emotional attitudes in

to be continued on page 6

restaurants, pub and café: they're enjoying their time, then why should they be so worried about their money? They don't stand alone: social control makes people spend more, shopping experience in supermarkets - usually in "all by myself" style - makes people spend less. Have you ever seen a charming woman standing in a queue at supermarket? I hope so. Have you ever offered her to pay all the purchases collected in her shopping trolley? I know you never did this, as I know almost once in a life you had a glorious night in a Café offering drinks to some girls never met before.

But the different attitude in considering value for money is an explanation satisfactory for a consultancy firm, happy to show a slide in Power Point with the words Rational and Emotional written in cubical fonts. A slide and a presentation used by the same consultancy firm to justify its 6 digits bill at customer's eyes.

We need something more to sleep well, don't we?

Is there an answer?

Since 2003, volumes have been falling down in HoReCa. Not so much in SuperHoReCa, where young people go without any rational price control. But they're strongly falling in standard HoReCa, where customers drink one beer instead of two, have pizza margherita and not ham & mushrooms or fruits of the sea pizza. Italians go to restaurant once a week instead of twice, like before.

For the whole beverage sector, for a spirit or a beer industry, this is a tragedy. Less volumes compared to previous year are a disease that price increments per unit can't counterbalance. Is it possible to stop this decline? At the beginning of 2006, Coca-Cola Hbc Italia started a plan to delivery directly to HoReCa customers its whole soft drink offer, avoiding wholesale dealers. In the last five years, the giant was observing a completely different trend between retail and HoReCa. The only answer was to get rid of one ring in the value channel. Was it a right choice?...

The perception of CSR in the marketers world

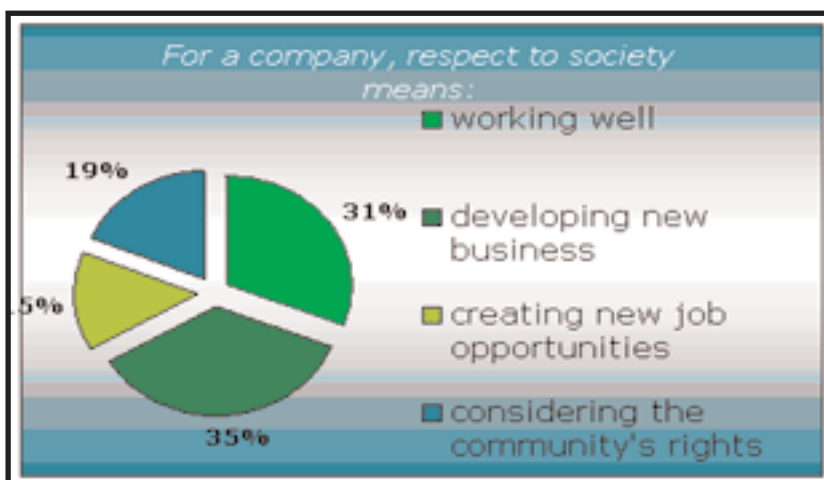
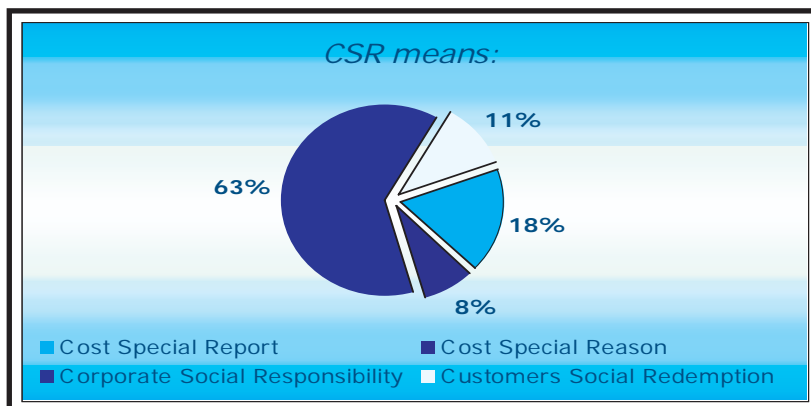
by Marco Mancinelli – Publishing Director – press.mark@email.it



ANOTHER OPINION POLL REALIZED BY E-BIZ JOURNAL

We asked via e-mail to 300 marketers (contacted and selected among our readers) what is their perception about the Corporate Social Responsibility (CSR), the new company cultural approach to market and society.

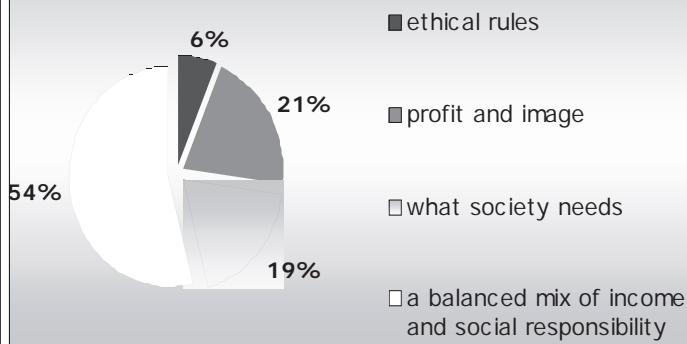
The data percentages show us what they intend for the topic meaning: it's a good occasion to reflect about the path of the social responsibility culture in the biz world. A special thank goes to **Claire Weller** who managed the research and to **Luca Clemente** who graphically arranged the data gathered.



to be continued on page 7

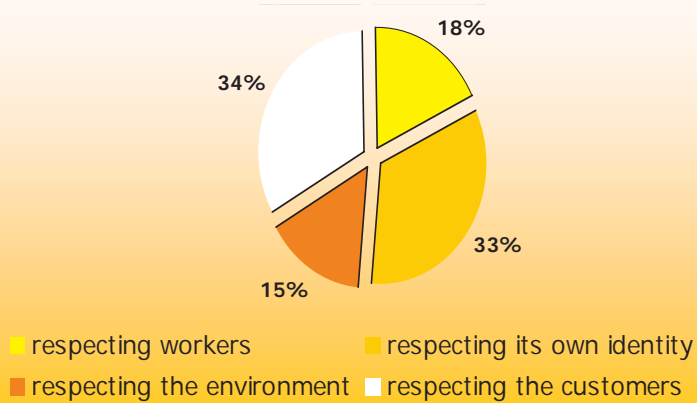
it follows from page 6

The right business should be linked to:

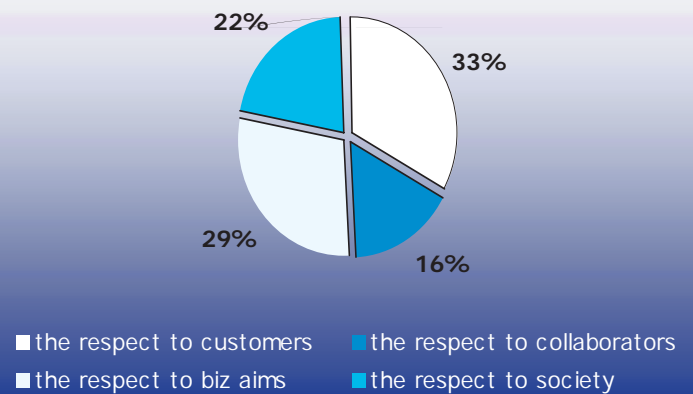


As we can see, the data show an important trend: there is a new cultural approach that is finding an increasing space among the biz world. The way to get is still long, but, in any case, it seems that something moves, according to what marketers declared.

Being a responsible company means:



When a company plans a new project, it must consider:



How creative professionals can get more perfect clients

by Kirstin Carey - Marketing Expert



ABOUT KIRSTIN CAREY

Kirstin Carey is the author of "Starving Artist No More: Hearty Business Strategies for Creative Folks." Kirstin knows most creative professionals hate sales, contracts, and discussing money. She consults creative folks on the business side of creativity so they make more money, get better clients and love what they do. Get proven strategies and insider secrets guaranteed to help creative types like you get the business help you need at <http://www.MyCreativeBiz.com>

Selected from:
<http://articlecodex.com/Articles/Business/Marketing/How-Creative-Professionals-Can-Get-More-Perfect-Clients-12279.htm>

When you work with the "perfect" client, life is wonderful and business is simple. The perfect client pays on time, is thrilled with your work, tells all of her friends about you, and makes doing what you do easy. If you could replicate the perfect client, then business wouldn't be difficult, right? Let's discuss how to locate more perfect clients so you can increase your income and decrease your not-so-perfect client drama.

First, define your "perfect" client. Write a list of specific items that makes (or you think would make) a client great.

- Is the client male or female?
- Does he have children?
- Is she married?

to be continued on page 8

- In what area does the client live?
- How much money does the client make?
- What type of car does he drive?
- What type of personality does the client have?
- What age range does the client fall?
- What does she do for a living?


Once you have a list of criteria that make up your perfect client, find out what the client does in his spare time.

- What are her hobbies?
- Does she do charity work?
- Is he involved with coaching sports for his children?
- Is she a member of any professional organizations or chambers of commerce?
- Does your client like to entertain guests in her home?
- Where does your client shop?

Knowing what your client does with his time will help you know where to market and where to find more perfect clients. For example, if your perfect client is involved with a local charity, you may also want to become a part of that organization to meet other potential clients. If your perfect client is a member of a professional organization, you may be able to write an article or

speaking for that organization. If your perfect client shops at a particular store, you could make arrangements with the store owner or manager to have flyers about your company at the check out counter or you could do a joint promotional mailing together. The possibilities are endless - if you understand specifics about your perfect target client. Also, ask the clients who already fall into the "perfect" category, for referrals. My personal favourite way to ask for referrals is to say, "You are my perfect type of client to work with and I'd love to work with more people like you. If you have friends and family who need similar projects, please have them call me. You've been such a joy to work with." Then give them a business card or a flyer or other piece of marketing material they could pass on to their perfect friends. You can also include this information in a thank you note or follow up letter. The more perfect clients you work with the more opportunities you will find and have to work with other perfect clients. Keep in mind, if you have clients who have been less-than-perfect, they are more likely to refer you to other less-than-perfect people. So, do everything you can to surround yourself with perfect ones, and your business will be wonderful!

When the marketing becomes an "ambush"

by Luca Clemente - Journalist - lucaclemente@fastwebnet.it 

The main meaning of marketing is: *"the discipline on which a company plans and realizes initiatives to promote and commercialise its own products or services"*.

Therefore, the marketing concurs to the definition of a product value and permits that the brand image of a company can be more and more attractive on the market, making, consequently, the income increase.

So, why we would have to perceive the marketing also like a negative instrument? Because in all business environment it counts more "how much" than "like". In a similar culture, the development of the "Ambush Marketing" has been expressed a lot.

This new model of marketing coming from events sponsors. The ambush marketing is, in fact, *"when one brand pays to become an official sponsor of an event (most often athletic) and another competing brand attempts to cleverly connect itself with the event, without paying the sponsorship fee and, more frustratingly, without breaking any laws. Ambush, or guerrilla, marketing is as undeniably effective as it is damaging, attracting consumers at the expense of competitors, all the while undermining an event's integrity and, most importantly, its ability to attract future sponsors"*.

Since the day such discipline appeared in the marketing event, the strategy of the majority of the companies wants to impose it in an extensive way on the market to enter in the pool of a sport event sponsors; the greater examples of ambush marketing we just find in the sport world.

One of the first cases to this technique appeared in 1992, during the Olympic Games of Barcelona: the Nike sponsor press conference with the US basketball team (despite Reebok) was the games official sponsor; in the greatest ambush marketing exploit of all time, the Nike's man Michael Jordan, Air Sponsorship, accepted the gold medal for basketball and covered up the Reebok logo on his kit.

to be continued on page 9

After then, numerous other episodes of this type saw protagonists important names: at the Winter Olympic Games of Lillehammer, in the 1994, there was the "duel" among brand credit cards Visa MasterCard and American Express.

In 2000, instead, the crash was moved from the earth to the sky with the contrast of the overhead lines Ansett Air and Quantas Airlines in occasion of the Olympic Games in Sidney.

These, unfortunately, will not be the last cases of ambush marketing, considering also that 2006 offers other similar occasions: not only the Olympic Games Winter of "Torino 2006", but the Football World Cup in Germany of the last summer. As for more close event, the TOROC, organizing committee of the event, promoted an action of protection of brand that has been realized by law n.167 of 17th August 2005, for which every not authorized association with the Image and/or the Olympic intellectual property will be punished in operations headquarters with penalty from 1.000 to 100.000 Euro.

So, the Ambush Marketing is the ulterior demonstration that in the jungle called "business" everything is not positive and it's so difficult to indicate a full appraisal of the marketing actions.

But it's true that who will know how to act in this particular context, surely, will get a competitive advantage.

Marketing tips - on a budget

by Diana Ennen - Business Expert 

DIANA ENNEN is author of *Virtual Assistant "The Series, Become a Highly Successful Sought After VA and accompanying Workbook"* and *President of Virtual Word Publishing* (<http://www.virtualwordpublishing.com>). Also, publisher of the fiction thriller *"Sledgehammer"* (<http://www.pauloreyes.com>).

Selected from:

<http://articlecodex.com/Articles/Business/Marketing/Marketing-Tips---On-a-Budget-13505.htm>

You can also use I don't know about you, but when I started my business and even today with a son in college and two kids at home who love to shop as much as mom, I don't have a lot of money to spend on marketing.

I need to make sure that every penny I spend is spent wisely, very wisely. So when I market my business, I need to make sure that I'm creative and use all the tools I have available that don't cost money. Here are some tips that have worked for me.

Radio/Media - It's not that hard. Have a plan of action and stick to it. Each week decide to send out so many press releases, contacts to radio stations, local media, etc. Look to woman's networks, work-at-home networks, and others who actively look for guests. Stay in tune with what's currently happening and see if it's something that you can share about. I've found that having an angle works. Once you have that angle write and pitch your angle hard. Also consider starting your own radio show. Jill Hart and I do a weekly podcast and it's a great way to network. Check it out sometime at <http://www.cwahm.com>.

Forums / List serves - Being active in forums and list serves is so beneficial to your business. You establish yourself as an expert and also you

gain friendships and alliances with others. Plus, it's a great way to promote your business. Naturally, you never want to blatantly advertise your business, but when you answer questions and show your expertise, people listen. I know I've found many a subcontractor this way. Take advantage of these.

Remember you also establish those friendships that can last a lifetime. And then when you get the opportunity to meet them in person, you already have a bond.

Writing Articles - Submitting articles is an excellent marketing tool and I highly recommend it. Make sure you submit to your targeted market. Write on topics that you are familiar with. Don't just write for publicity - Give something back. Make sure that your topic and information is of value. Write articles using "The Top 5 or 10" or "The Best 5 Ways To Do Something". Think about the magazines you buy at the stores, don't you normally gravitate to those articles. I know I do. Get those keywords in the title. That's where they count. Also, plan, plan, plan.

What are you going to do today that is going to gain recognition for your business? Marketing a business doesn't have to be expensive if you just remember to network and use all the tools available to you.

In fact, it can be fun as you get to meet new people and develop new ways to sell you and your business.

Outside of Biz, Inside the World

*** Creativity, Art, Travels, Life Style ***

by Marco Mancinelli – Publishing Director – press.mark@email.it



- WORLDS AND MUSIC TO REMEMBER...

*"...have I doubt when I'm alone
love is a ring, the telephone
love is an angel disguised as lust
here in our bed until the morning comes..."*

"Because the night", by **Patti Smith**, musician, singer and poet

- ART AND COLOURS TO ADMIRE...



"Campbell Soup Series II 1968 Old Fashion"

by

Andy Warhol
(1928-1987)



"Marilyn Monroe, Orange"

by

Andy Warhol
(1928-1987)

E-BIZ JOURNAL

- MEDIA PARTNERS -

www.clubdelmarketingedellacomunicazione.com



www.comunitazione.it



www.marketingjournal.it

Marketing Journal

www.pressweb.wordpress.com



E-BIZ JOURNAL

International Journ@l of Business Mktg & Communication

ebiz.journal@email.it

Notes:

- All articles published are properties of their own authors and every author is responsible for his writings.
- All articles and data published can be reproduced simply by mentioning E-BIZ Journal and authors (and, maybe, by informing the publishing director).