

## SOME INTERNET MARKETING APPROACHES

*Lieutenant- colonel, professor doctor Gheorghe Minculete, [minculetegh@yahoo.com](mailto:minculetegh@yahoo.com)*

*National University of Defense “Carol” Bucharest*

*Ph. Doctor Marius Adrian RĂDUCEA, [mraducea@yahoo.com](mailto:mraducea@yahoo.com)*

*University “Valahia” Târgoviște*

**Abstract:** “Developing fast, the Romanian consumer is getting used to select his media” according to Cristian Parvan, Online Media manager for Zenith Media. Due to this fact, about one million users have changed their passive watching into exclusive searching the Internet in the past year. This comes as a reflective task both for advertising companies and for their customers.

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