

# In the news

[Business](#), [Marketing](#)



In the News In the News The article focuses on internet advertisement and how it will play a formidable role in the future of overall advertisement. The article talks about a company called Marin Software that is in the business of ad tracking which just had a successful IPO launch. The author argues that the successful IPO launch of the company and the ever increasing prices of Google stocks clearly show that internet advertisement is the future of advertisement.

Internet advertisement has grown significantly in recent years and companies like Google have benefitted greatly from this growth. The article argues that this trend will continue to grow in future as interest of the people in the internet is expected to increase in coming years. Ad tracking companies attempt to increase the experience of the viewers and this is the main reason why they are expected to do good in future. The article also forecasts that in future customers will be targeted with more relevant and quality advertisements.

The material discussed in the article is both important and relevant to course content. Internet advertisement has become an important area of advertisement. Gone are the days when managers had to worry about print and television media only. Digital media and social media is an all new territory for managers and today they have to focus more on such media in order to achieve their sales target. This is why the article is completely related to the course content and is also important for future managers. The article has great managerial implications for future marketers. The growth of internet marketing tells managers what audiences are interested in. Managers should focus more on the digital media than any other media in

order to attract audiences because this is where the future exists.

#### References

Wohlsen, M. (2013). The Future of the Internet Is Still Ads — And You're the Inventory. Wired Magazine. Retrieved on March 27, 2013 from <http://www.wired.com/business/2013/03/marin-software-ipo/>