

# Yahoo!

Business



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As the largest supplier of graphical 'branded', advertising, it is looking to extend the reach of its network more broadly across the web. Ebay being the world's leading e-commerce company, it will be a big competitive advantage for Yahoo, because Yahoo's audience remains one of the most attractive under-utilized communities on the internet. It will trawl for millions of different researchers around the world. Conversely, Yahoo will also create a big impact on carrying a lot of shoppers and consumers to the Ebay site.

What are the potential risks associated with such an alliance? In today's global economy, many companies' managers consider alliances as a key strategic alternative. Even if it is true that alliances can be a really powerful nominative tool, managers should pay attention to all potential risks before involving in a partnership. This paper aims to address a series of issues that may arise when forming an alliance.

What types of networks are potentially emerging across the web? Social networking sites such as MySpace, internet voice services such as Skype, online payment system such as PayPal. Some of the given examples have already merged with other networks to create a larger number of customers and to make their networks more attractive and lesser risk to be shut down.

Case Study 2: Airways 1. What is the link between internal marketing and service quality in the airline industry?

There are limited studies on the relationship between internal marketing and service quality in Uganda though in the west interest in internal marketing seems to have intensified from 2006 onwards. Customers no longer simply pay for services: they co-produce with the contact employees at the time of

transaction and therefore the customer buying experience has to be understood from both the employees' and customer perspectives, The purpose of this study was to establish the relationship between internal marketing, employee Job satisfaction and service quality.

Survey research method was used with the primary data being collected from 91 employees and 96 clients of one selected firm in the aviation industry in Uganda. 2. What internal marketing programmes could British Airways put into place to avoid further internal unrest? What potential is there to extend programmes to external partners? 3.

What challenges may BAA face in implementing an internal marketing programme to deliver value to its customers?