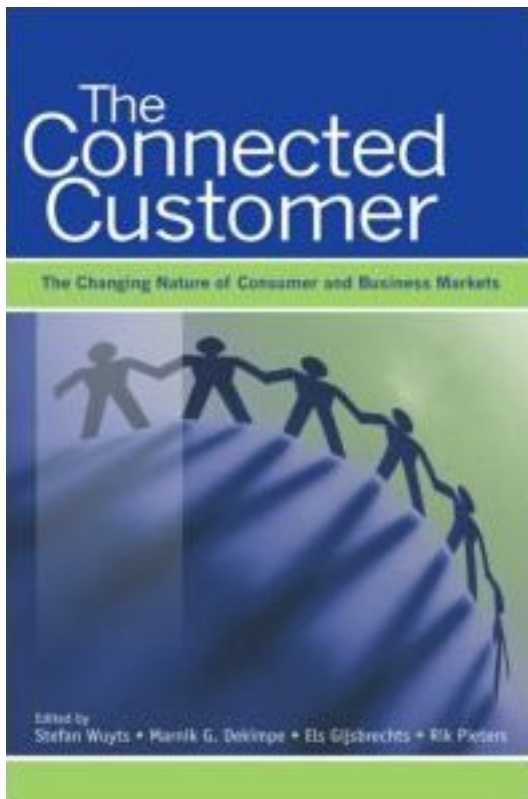


The Connected Customer



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In today's connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication (i.e., MySpace, Facebook, Twitter and Cyworld). Consumers are also increasingly connected with brands and seek to play a more participative role in their relationship with companies, stimulating

companies to reconsider how to connect with consumers. This book consists of a collection of chapters by thought-leaders in the field of marketing and beyond that deals with the rich facets of connectivity. This edited volume is a great source of research ideas and fresh theory building for academics and students in marketing and related fields who wish to understand this exciting field. It will be a source of inspiration for practitioners who are eager to take up the challenge and adapt their marketing strategies to the changing nature of consumer and business markets.

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目录:

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