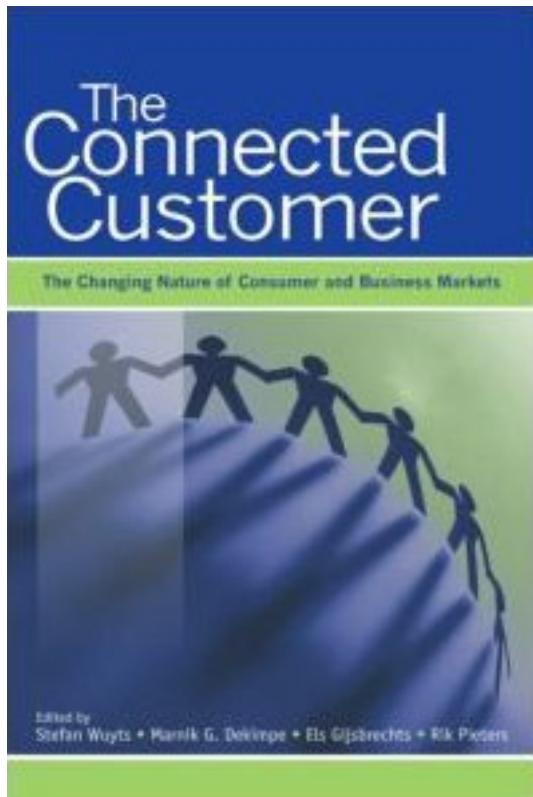


The Connected Customer



[The Connected Customer 下载链接1](#)

著者:Wuyts, Stefan; Dekimpe, Marnik G.; Gijsbrechts, Els

出版者:Routledge Academic

出版时间:2010-01-20

装帧:Hardcover

isbn:9781848728370

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.

作者介绍:

目录:

[The Connected Customer](#) [下载链接1](#)

标签

评论

[The Connected Customer](#) [下载链接1](#)

书评

[The Connected Customer](#) [下载链接1](#)