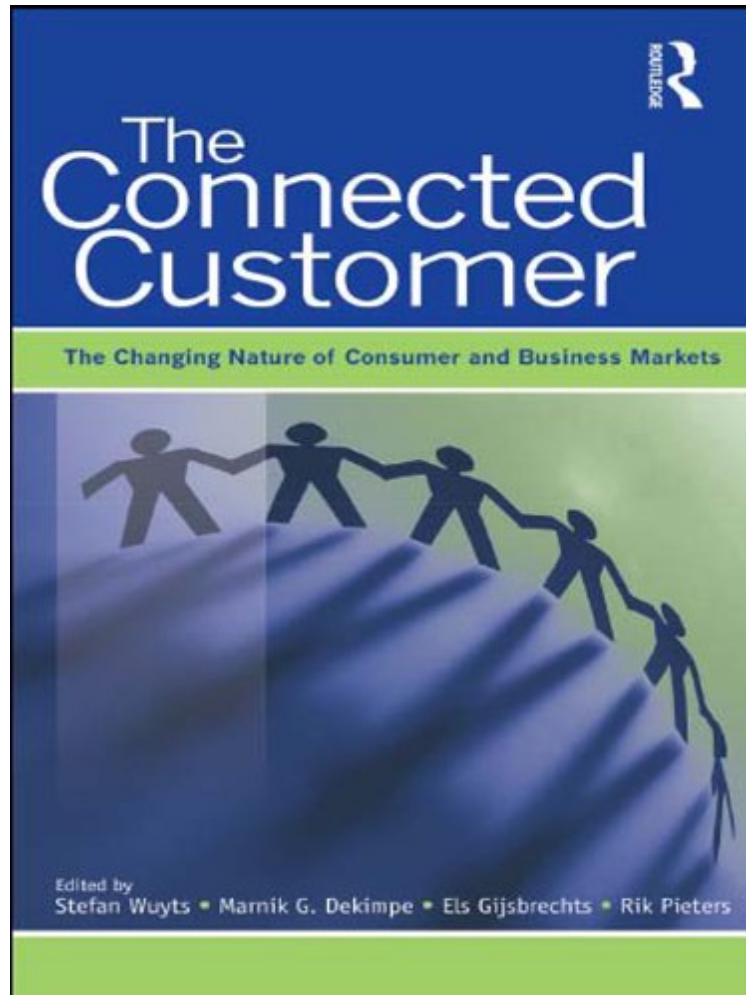


(Download free pdf) The Connected Customer: The Changing Nature of Consumer and Business Markets

The Connected Customer: The Changing Nature of Consumer and Business Markets

From Routledge
ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#3423706 in eBooks 2011-01-19 2011-01-19 File Name: B004QM9V6C | File size: 26.Mb

From Routledge : The Connected Customer: The Changing Nature of Consumer and Business Markets before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Connected Customer: The Changing Nature of Consumer and Business Markets:

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.