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Nota di contenuto	Cover -- Title Page -- Contents -- Preface -- PART I Consumers, Marketers, and Technology -- 1 Technology-Driven Consumer Behavior -- The Marketing Concept -- Consumer Research -- Market Segmentation, Targeting, and Positioning -- The Marketing Mix -- Socially Responsible Marketing -- Technology Enriches the Exchange Between Consumers and Marketers -- Consumers Have Embraced Technology -- Behavioral Information and Targeting -- Interactive and Novel Communication Channels -- Customizing Products and Promotional Messages -- Better Prices and Distribution -- Customer Value, Satisfaction, and Retention -- Customer Retention -- Technology and Customer Relationships -- Emotional Bonds versus Transaction-Based Relationships -- Customer Loyalty and Satisfaction -- Customer Loyalty and Profitability -- Measures of Customer Retention -- Internal Marketing -- Consumer Behavior Is Interdisciplinary -- Consumer Decision-Making -- The Structure of This Book -- Summary -- Review and Discussion Questions -- Hands-on Assignments -- Key Terms -- 2 Segmentation, Targeting, and Positioning -- Market Segmentation and Effective Targeting -- Identifiable -- Sizeable -- Stable and Growing -- Reachable -- Congruent with the Marketer's Objectives and Resources -- Applying the Criteria -- Bases for Segmentation -- Demographics -- Age --

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