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Nota di contenuto	Service sector and antecedents of marketing strategies for emerging markets: a case of Indian market / Sumesh Singh Dadwal -- Social innovation practices in services for sustainable consumption: the case of Turkey / Banu Atrek, Burcu Ilter -- Competitive strategies in retailing in emerging economies: evidence from Turkey / Faruk Anl Konuk -- Service risk management in emerging economies / Yilmaz Akgunduz -- Augmented reality for tourism service promotion in Iran as an emerging market / Neda Shabani, Azizul Hassan -- Issues in service marketing in emerging economies / Mahmood Ali, Arvind Upadhyay, Vikas Kumar -- Managing innovation in the service sector in emerging markets / Husam Awadalla -- Pre-purchase user perceptions of attributes and post-purchase attitudes in building successful online retail promotional strategies / Sajad Rezaei, Rona Chandran, Yoke Moi Oh -- Engagement with online customers in emerging economies: the power of online brand communities and social networking sites / Esra Arkan -- Technology-enabled experiential marketing: promotional strategies towards new service opportunities / Thorben Haenel, Wilhelm Loibl, Hui Wang -- Understanding the relationship between culture and sensory marketing in developing strategies and opportunities in emerging

economies: a cross-cultural study / Abdulelah Althagafi, Mahmood Ali
-- Adoption and acceptance of online banking: a comparative study of UK and Nigeria retail banks / Abimbola Dada -- Using internet: a mechanism to develop market share / S. Fatemeh Mostafavi Shirazi -- Always on: managing online communities in a 24/7 society / Sarah Williams.

Sommario/riassunto

"[This book] is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlighting multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management, this publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry"-- Provided by publisher.