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| Nota di bibliografia | Includes bibliographical references at the end of each chapters and index. |
| Nota di contenuto | 1. Customer Engagement Marketing -- 2. If you build it right, they will engage: A study of antecedent conditions of customer engagement -- 3. Measuring and Managing Customer Engagement Value through the Customer Journey. 4. Customer Engagement through Personalization and Customization -- 5. Managing Product Returns within the Customer Value Framework -- 6. Multi-Tier Loyalty Programs to Stimulate Customer Engagement -- 7. Happy Users, Grumpy Bosses: Current Community Engagement Literature and the Impact of Support Engagement in a B2B Setting on User and Upper Management Satisfaction -- 8. Customer Engagement and Employee Engagement: A Research Review and Agenda -- 9. The Disruptive Impact of Customer Engagement on the Business-to-Consumer Sales Force -- 10. Creating Stronger Brands through Consumer Experience and Engagement -- 11. From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B -- 12. Engaging with Brands: The Influence of Dispositional and Situational Brand Engagement on Customer Advocacy -- 13. The Emotional Engagement Paradox -- |

14. Conclusion: Informing Customer Engagement Marketing and Future Research. .

Sommario/riassunto

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement. .