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Nota di contenuto	1. Editorial Introduction; Alkis Thrassou, Yaakov Weber, Demetris Vrontis, S.M. Riad Shams, Evangelos Tsoukatos -- 2. Neuromarketing in Customer Behaviour: Customers' Diencephalic and Mid-Brain Implications in Purchase Dynamics; Lino Barbasso, Giuseppe Tardivo, Milena Viassone, Francesca Serravalle -- 3. The Role of Dynamic Entrepreneurial Capabilities and Innovation in Intergenerational Succession of Family Firms; Glykeria Karagouni -- 4. Corporate Social Responsibility and Corporate Reputation in Emerging Countries: An Analysis of the Peruvian Banking Sector; Edmundo R. Lizarzaburu and Jesús del Brío -- 5. Linking Motivational Leadership with Creativity; Alkis Thrassou, Dimosthenis Orfanos, Evangelos Tsoukatos -- 6.

Innovation Performance and Development Assistance and Growth in Four South East European Member States; Spyridon Repousis and Petros Lois -- 7. The Impact of Innovation and Change Management on Employees' Performance; Demetris Vrontis, Sam El Nemar, Bernard Al Osta, Joseph Raymond Azizi -- 8. The Evolution of Marketing as an Innovative Knowledge Stream: The Evolving Role of Stakeholder Causal Scope; S. M. Riad Shams -- 9. Customer Data: Contemporary Issues of Privacy and Trust; Christos Themistocleous -- 10. Contemporary National Branding Under Complex Political Conditions: The Case of Palestine; Jilan Abdalmajid and Ioanna Pappasolomou -- 11. The Role of Self-Awareness and Self-Efficacy on Career Decision Making: An Innovative Perspective; Hande Özek and Alberto Ferraris -- 12. Innovation, Creativity, New Product Development Process and the Role of Science Parks; Thanos Kriemadis -- 13. Managerial Biases in Mergers and Acquisitions; Yaakov Weber -- 14. A Dynamic Learning Perspective on Innovation Control: Balancing Freedom and Constraint; Minna Saunila and Martti Mäkimattilal.

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Sommario/riassunto

This book explores how contemporary organisations are abandoning conventional tactics in order to survive and grow in an incessantly shifting business landscape, analysing fundamental aspects of management, marketing and strategy from an interdisciplinary perspective. Focusing on the paradigms of neuro-marketing, innovative change management, motivational creativity, and customer data management, to name a few, the authors provide practical learning outcomes which reflect how organisations are seeking to adopt innovative means to innovative ends, targeting capacity building in multiple ways. Ultimately, this edited collection implicitly defines an organisational philosophy that incorporates functionality, but also embraces business notions pertaining to wider contextual transformations and environmental developments. Theoretical and practical contributions highlight the importance of multidisciplinary research to practical business success, making this book an invaluable read to both scholars and business executives.

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