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Nota di contenuto	Section I: Theoretical Foundations -- Chapter 1. Evolution of Marketing Scholarship -- Chapter 2. Transgenerational entrepreneurship -- Section II: Growth of Functional Perspectives -- Chapter 3. Generations of Innovation and Technology -- Chapter 4. Growth of Supply Chain Management -- Chapter 5. Evolution of Decision making in Marketing -- Chapter 6. Development of Consumer Behavior -- Chapter 7. Industrial Marketing across Generations -- Section III: Global Transformations -- Chapter 8. Shifts in Market Competition -- Chapter 9. Business Diplomacy and Corporate Social Initiatives -- Chapter 10. Next Generation Market and Consumerism -- Index Terms.
Sommario/riassunto	"...discussing critically the evolution of marketing scholarship and linking it to contemporary marketing practices is a commendable contribution of this book. A welcome addition to literature and a must for students to learn marketing foundations..." –John D Sullivan, Chairman & Associate Professor, Boston University, Metropolitan

College, USA “Society has been changing at an increasing rate, and marketing has had to change and adapt to keep up with the changing society and consumer. This book makes the development of these two phenomena in a clear straightforward fashion. A must read for all...” – John Stanton, Chairman & Professor, Department of Food Marketing, St. Joseph University, USA This book critically examines the evolution of marketing scholarship over generations from Marketing 1.0 to 4.0. It argues that most firms look to gain competitive advantage in the marketplace by driving tactical moves, inculcating small cost-effective changes in marketing approaches. Often, strategic choices of companies lean towards developing competitive differentiations that enable consumers to realize the value of money, causing loyalty shifts in the competitive marketplace. The book focuses on the consumer as the pivot of marketing and argues that the consumer serves as a bidirectional channel during pre-and post-purchase period. It explains how consumer affections sentimentally and emotionally help in growing the brands and companies over generations. This book significantly contributes to the existing literature and serves as a learning post and a think tank for students, researchers, and business managers. Rajagopal is Professor of Marketing at EGADE Business School, Technologic de Monterrey, Santa Fe Campus, Mexico and Life Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, UK. He is also Visiting Professor at Metropolitan College, Boston University, USA. He has to his credit 58 books on marketing management and rural development themes, and over 400 research contributions that include published research papers in national and international refereed journals.
