

1. Record Nr.	UNINA9910459012303321
Titolo	The connected customer : the changing nature of consumer and business markets / / edited by Stefan Wuyts. [et al.]
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-17690-6 1-135-17691-4 1-283-04522-2 9786613045225 0-203-86356-9
Descrizione fisica	1 online resource (372 p.)
Altri autori (Persone)	WuytsStefan
Disciplina	658.8/342
Soggetti	Consumer behavior Branding (Marketing) Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Opportunities and challenges in studying customer networks / Christophe Van den Bulte -- Understanding the relational ecosystem in a connected world / Conor M. Henderson and Robert W. Palmatier -- Connectivity, control, and constraint in business markets / Stefan Wuyts -- The connected patient / Nuno Camacho, Vardit Landsman, and Stefan Stremersch -- Is Mr. Spock a good candidate for being a connected customer? : the role of emotion in decision making / Baba Shiv -- God and mammon : the influence of religiosity on brand connections / Aric Rindfleisch, Nancy Wong, and James E. Burroughs -- Brand platforms as strategic investments : leveraging customer connections to manage profitability, growth, and risk / Rajendra K. Srivastava and Thorsten Wiesel -- The shadow of other people: socialization and social comparison in marketing / Ronald Burt -- Viral marketing : what is it, and what are the components of viral success? / Ralf van der Lans and Gerrit van Bruggen -- Social connectivity, opinion leadership, and diffusion / Jacob Goldenberg, Sangman Han, and

Sommario/riassunto

In today's connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication (i.e., MySpace, Facebook, Twitter and Cyworld). Consumers are also increasingly connected with brands and seek to play a more participative role in their relationship with companies, stimulating companies to reconsider