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Nota di contenuto	About the contributors -- Acknowledgments -- Preface -- Introduction: the changing world and cosmopolitan consumers -- Part I. Globalization and the cosmopolitan consumer -- 1. Cosmopolitanism as a journey: the construct and dynamics of change / Hugh M. Cannon and Attila Yaprak -- 2. The global nexus of transversal values and cosmopolitan consumers: understanding the intersection of values and consumers that cross over cultures, contexts, and countries / J. Walker Smith -- Part II. What are cosmopolitans made of ? -- 3. Becoming and being a cosmopolitan consumer / Mark Cleveland and Michel Laroche -- 4. Relative national identity and consumer product evaluations / Aditi Grover and Philip Ramsey -- 5. Cosmopolitans go shopping: a phenomenological inquiry into how cosmopolitans relate to global and local brands / Siok Kuan Tambyah and Darius Chen -- Part III. Consumer cosmopolitans: the new marketing role -- 6. Segmentation strategies for cosmopolitan consumers / Petra Riefler -- 7. Communications and cosmopolitanism / Robert Halsall -- 8. Relationship marketing to cosmopolitan consumers / Melike Aktas

Sommario/riassunto

Cosmopolitans are individuals with a distinctive kind of extended national and international orientation, a global vision and sense of belonging to the world. These people are sophisticated and importantly engaged in the cultures outside of local geographical boundaries. Information about cosmopolitan consumers--their origins, values, media usage, and buyer behavior--presented in this book will be used to great practical advantage by marketing educators as well as by practicing marketers. This unique book fills a knowledge gap that has long been overlooked largely because other related marketing areas have overshadowed and overlooked the notion of cosmopolitan consumers. Until the publication of this volume, there has been no single authoritative source that directly and comprehensively covers the field of consumer cosmopolitanism. Moreover, through original essays by an all-star cast of contributors, the reader is introduced to a powerful new approach to marketing, eclectically packed with novel ideas and insights that noticeably advance the marketing field and bring it more fully into the age of globalization.
