

1. Record Nr.	UNINA9910585790703321
Autore	Rajagopal <1957->
Titolo	Agile Marketing Strategies : New Approaches to Engaging Consumer Behavior // by Rajagopal
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783031042126 9783031042119
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (254 pages)
Disciplina	658.8
Soggetti	Marketing Consumer behavior Entrepreneurship New business enterprises Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part-I: The Convergence -- Chapter 1: Consumer Dynamics -- Chapter 2: Social Media and Markets -- Chapter 3: Relationship Strategy -- Part-II: The Shift -- Chapter 4: Neurobehavioral Perspectives -- Chapter 5: Rethinking Marketing -- Chapter 6: The Agile Mind-set -- Part-III: Window to the Future -- Chapter 9: Epilogue: The Extent of Agility -- Index.
Sommario/riassunto	This is a timely book that examines the concept of agility in marketing by converging neurobehavioral perspectives and customer engagement. It describes the evolution from Scrum methodology to agile management practices lingered over several changes and portray inclusivity in marketing through various examples. An excellent reference and read for practitioners and academics. Arturo Molina, PhD, Vice-Rector (Research and Innovation), Tecnológico de Monterrey, Mexico. Agility may not drive perfection, but paves path for excellence by engaging customers and understanding their behavioral dynamics within a market ecosystem. This book contributes to agile marketing concept and practice converging new dimensions of neurobehavioral

attributes and customer engagement. A good learning choice for the managers... Angappa Gunasekaran PhD, Director, School of Business Administration, Penn State University at Harrisburg, Middletown, PA, Agile movement has transformed the businesses into a digital workplace by connecting the people, performance, and profit. This book blends the agile marketing philosophy with the digital space and human behavior... The convergence of neuromarketing, neurobehavioral attributes, and customer engagement differentiates this book... John D Sullivan, PhD, Assistant Dean and Associate Professor, Boston University, Boston, MA Agility and agile transformation are the two facets of business, and both are correlated to business performance. This book addresses multi-layered themes between the broad domains of consumer behavior and marketing strategies with focus on agility as a business driver. Emphasizing on agile marketing strategy, this book argues the developing meaningful relationship with the stakeholders by analyzing neurobehavioral attributes and various sensitive touch points. The book offers new concepts on co-creation and coevolution in business development processes. Rajagopal is Professor of Marketing at EGADE Business School of Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and Life Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is Visiting Professor at Boston University and the UFV India Global Education of the University of the Fraser Valley, Canada.
