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Nota di contenuto	<p>Intro -- Acknowledgments -- Contents -- About the Author -- List of Figures -- 1 Introduction -- The Concept -- Thematic Discussions -- The Quadruple Bottom-Line in Business -- Behavioral Analysis -- Social Media and Markets -- Agility in Marketing Strategies -- Thematic Convergence -- Part I The Convergence -- 2 Consumer Dynamics -- Evolution of Consumer Behavior -- Behavioral Ecosystem -- Cognition and Emotions -- Changing Consumer Preferences -- Neurobehavioral Attributes -- 3 Social Media and Markets -- Social Media Marketing -- Evolution of Communication Strategies -- Relationship Marketing -- Social Phenotype and Consumer Behavior -- 4 Relationship Strategy -- Customer Relationship -- Relationship Foundations -- CRM Perspectives -- CRM Value Chain -- Corporate Behavior and Relationship Management -- Managing Loyalty Programs -- Competitive Touchpoints -- Competitive Market Cycle -- Part II The Shift -- 5 Neurobehavioral Perspectives -- Neurobehavioral Attributes -- Emotions and Consumer Behavior -- Neurobehavioral Effects: Arousal and Merriment -- Neuromarketing Techniques -- Functional Magnetic Resonance Imaging (fMRI) -- Electroencephalogram (EEG) -- Steady-State Topography (SST) -- Positron Emission Tomography (PET) -- Eye Tracking -- Facial Electromyography -- Skin Conductance -- Consumer Personality and Behavioral Traits -- Big Five Concept -- 6</p>

Rethinking Marketing -- Cognition and Critical Thinking -- Collective Intelligence and Cognition -- Market Evolution -- Competition Complexity Grid -- Aggressive Marketing -- Crowd Business Modeling -- 7 The Agile Mind-Set -- Agile Marketing Concept and Practices -- Social Learning and Behavioral Flexibility -- Social Intelligence and Brand Effects -- Psychodynamics Among Consumers -- Consumption Philosophies -- Part III Window to the Future -- 8 Epilogue: The Extent of Agility. Future Marketing Technology -- Technology Disruptions -- Conscious Consumerism -- Index.

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