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Nota di contenuto	Chapter 1: Introduction to Contemporary Retail Marketing in Emerging Economies: Ghana's Supermarket Chains -- Chapter 2: Modern Retail Marketing and Supermarket Loyalty Cards Programme -- Chapter 3: The TESCO Club Card Loyalty Programme - The Gold Standard -- Chapter 4: The Ghanaian Supermarket Industry -- Chapter 5: The Current Supermarket Chains Marketing Infrastructure in Ghana -- Chapter 6: The Next Generation of Supermarkets Marketing in Ghana -- Chapter 7: Value Capture and Beneficiary Stakeholders of the Next Generation of Supermarkets Marketing -- Chapter 8: Challenges, Paradoxes, Dilemmas and Strategies for Success of the Next Generation of Supermarkets Marketing.

“A timely book for the current retail marketing world. Whereas the world is experiencing the shocks of a pandemic to unexpected wars, so has the retail marketing in emerging markets continued to evolve via supermarket expansion. This trend presents opportunities and challenges and the manner of accommodating these changes offers a lesson for retail marketing everywhere.” — Luca Angelo Cacciolatti (PhD), Reader in Marketing and Innovation, University of Westminster, London, UK. “This book provides an invaluable coverage of developments in retail marketing in Africa; it is a must-have text for students, scholars, retail managers and policymakers.” — Stanley Coffie (PhD), Associate Professor of Marketing, Ghana Institute of Management and Public Administration (GIMPA), Accra, Ghana. This book highlights the development of retail marketing in developing economies and presents this sector as a major area of growth and business opportunity. With a special focus on supermarket chains, the authors show that the advancement of technology and infrastructure means that there are now increased electronic capabilities for data collection, giving retailers more opportunities to pursue micro and macro-marketing strategies. The authors explain the evolution of this new era of marketing and the associated impact on all stakeholders, especially consumers. Taking the example of Ghana, which is considered a leader among African nations in the use of loyalty cards, the authors are able to set a benchmark for other emerging countries, especially those that are experiencing similar trends. The book is a valuable resource for students, researchers and foreign companies wishing to expand their knowledge of the marketing strategies employed by emerging economies in Sub-Saharan Africa. David Eshun Yawson, (PhD), is a Senior Lecturer in Marketing at the Business School, Ghana Institute of Management and Business Administration (GIMPA), Accra, Ghana. Fred A. Yamoah, (PhD) is a Reader in Sustainability Marketing at Birkbeck College, University of London, UK. .

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