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Autore	Massi Marta <1980->
Titolo	From Art to Marketing : The Relevance of Authenticity to Contemporary Consumer Culture / / by Marta Massi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783030170080 9783030170073
Edizione	[1st ed. 2023.]
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Authenticity: A Polemial Concept -- 2. The Concept of Authenticity in the Broader Literature -- 3. Authenticity in Marketing: Reality or Oxymoron -- 4. Building Brand Authenticity: The Managerial Perspective -- 5. Authenticity: Is It Really What Consumers Want? -- 6. The Study of Authenticity: Implications and Future Research.
Sommario/riassunto	Taking a new approach to a relatively underexplored area, this book examines the concept of authenticity and its relevance to marketing management. The author draws on several disciplines, including arts, philosophy, sociology and psychology, as well as focusing on important sub-fields within the field of marketing such as consumer behaviour and tourism. Presenting data from interviews with managers and consumers, and summarising and critiquing recent developments within the field, From Arts to Marketing is a timely and much-needed addition to literature and will be useful to those researching consumer behaviour, brand management and marketing more generally. Marta Massi is an Assistant Professor of Marketing at Università Cattolica del Sacro Cuore in Milan, Italy. Previously, she was a visiting scholar at

Deakin University, Australia and McGill University, Canada. With her interests revolving around branding and arts marketing, Marta's research has been published in a number of leading journals, such as the Journal of Consumer Affairs and the International Journal of Technology Management.

2. Record Nr.	UNICAMPANIAVAN00287049
Titolo	Immunotherapy : A Novel Facet of Modern Therapeutics / Sujata P. Sawarkar, Vandana S. Nikam, Shariq Syed editors
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