

1. Record Nr.	UNINA9910682588303321
<b>Titolo</b>	Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs : Proceedings of the 2022 AMS Annual Conference, May 25-27, Monterey, CA, USA / / edited by Bruna Jochims, Julianne Allen
<b>Pubbl/distr/stampa</b>	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
<b>ISBN</b>	978303124687X
<b>Edizione</b>	[1st ed. 2023.]
<b>Descrizione fisica</b>	1 online resource (435 pages)
<b>Collana</b>	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
<b>Disciplina</b>	658.8
<b>Soggetti</b>	Customer relations - Management Consumer satisfaction Strategic planning Leadership Customer Relationship Management Customer Satisfaction Business Strategy and Leadership
<b>Lingua di pubblicazione</b>	Inglese
<b>Formato</b>	Materiale a stampa
<b>Livello bibliografico</b>	Monografia
<b>Nota di bibliografia</b>	Includes bibliographical references.
<b>Sommario/riassunto</b>	Marketing is one of the most optimistic business disciplines with the goal of serving consumers or organizations and increasing customer satisfaction and happiness. The COVID-19 pandemic has disrupted the optimism of the world, thus hindering these marketing goals. This book explores the challenges faced by marketers during and post-COVID-19 and offers strategies for marketers to invoke a sense of optimism as the world enters the "new normal". It provides success stories and regional case studies to offer marketers new ways in which to serve consumers and satisfy their needs. It also acknowledges the role digital technology and innovation have played a crucial role during these dark times and how they impact current and future customer experiences. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations

of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this *Proceedings* series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*.

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