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2. Record Nr.	UNINA9910683355803321
Autore	Kucuk S. Umit
Titolo	Visualizing Marketing : From Abstract to Intuitive / / by S. Umit Kucuk
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031182150 9783031182143
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Descrizione fisica	1 online resource (306 pages)
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Disciplina	658.80028566
Soggetti	Telemarketing Internet marketing Marketing Strategic planning Leadership Digital Marketing Business Strategy and Leadership
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Nota di contenuto	1. Marketing and Marketing Mix -- 2. Visualization of Product -- 3. Visualization of Price -- 4. Visualization of Place -- 5. Visualization of Promotion -- 6. Marketing Mix Modeling -- 7. The Transformation of Marketing Mix. .
Sommario/riassunto	This book focuses on marketing graphics, figures, and visual artifacts discussed in marketing theory in order to explain and discuss marketing concepts visually, and open a door to future predictions of the evolution of such marketing concepts. Marketing concepts are, by nature, abstract and there is a need for approaches that provide a clear picture of such concepts, along with concrete and hands-on knowledge tools to students, scholars, and practitioners. Furthermore, the recent rising importance and popularity of digital marketing tools and marketing metrics make visualization of such important marketing phenomena possible. Visualizing or concretizing of marketing data is more important than ever as the usage and presentation of such enormous amounts of data requires visual representation. Whereas the

first edition focused on traditional marketing elements, namely the 4Ps or marketing mix elements, this edition includes a new section focusing on digital marketing, which introduces the 4Cs, defined as Connectivity, Content, Community and Commitment. Consequently, this edition provides a broader view of marketing concepts by also proposing a new conceptualization to today's dynamically changing digital marketing value creation tools. As a result, this book develops a new foundation of digital marketing and provides an alternative way of discussing and explaining marketing concepts, old and new, with visual representations. S. Umit Kucuk has taught marketing, consumer behavior, marketing research and statistics courses at the University of Washington, Seattle University, Central Washington University, and Eastern Washington University, USA. He is published in the Journal of Brand Management, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Affairs, Journal of International Consumer Marketing, Journal of Retailing and Consumer Services, Marketing Theory, Psychology and Marketing, and Technovation, among others. He is the author of the books *Brand Hate and Consumer Voice*, both published by Palgrave Macmillan.
