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Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
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Nota di contenuto	Chapter 1. Special Session: Super Sonic Logos: The Power of Audio Branding: An Abstract -- Chapter 2. An Apology is More Than Just Saying "Sorry": Framing Effects in Online Service Recoveries: An Abstract -- Chapter 3. Differences in CSR Authenticity Evaluation Between Cultures: Lessons Learned from Korean and US Consumers: An Abstract. Chapter 4 -- Differentiating the Destination Branding Methods of Emerging Markets: A Systematic Review: An Abstract -- Chapter 5. Consumer Reactions to Dynamic Pricing as a Norm-Breaking Practice with Increasing Levels of Company Clarifications: An Abstract -- Chapter 6. Value Co-creation and the Media Market Segment: A Multiple Case Studies Analyzed Under the Approach of Service Dominant Logic of Marketing: An Abstract.
Sommario/riassunto	For the 50th Anniversary of the Academy of Marketing Science, the 2021 AMS Annual Conference and Marketing World Congress celebrates the history of marketing while also exploring its future. This

includes research on possible new theory discoveries and findings that could lead to more efficient and impactful responses by marketers to the current multi-faceted global challenge array. The volume proposes that marketers strive to continue to offer value in a socially responsible way to the consumers within. Articles in this volume explore the influence of marketing innovations leveraged by the rising influence of artificial intelligence, virtual reality, mechanamorphics, a proliferation of data, changing economic power concentration, and a myriad of other factors. 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. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
