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Nota di contenuto	Intro -- Prologue -- Contents -- Editors and Contributors -- About the Editors -- Contributors -- List of Figures -- List of Tables -- Part I Introduction -- 1 Transforming Businesses at the Grassroots: A Drive Through Agile Practices -- Crowd, Consumption, and Business -- Agile Marketing Concept and Practices -- Business Innovation and Technology -- Agility, Inclusivity, and Diversity -- References -- Part II Human Resources Management -- 2 Understanding Privacy Violation and Fairness Perception of Job Seekers Using Social Media -- Introduction -- Review of Literature-Conceptual Framework and Hypotheses Development -- The Theory of Reasoned Action (TRA) -- Social Media Use and Social Networking Websites -- Concept of Privacy -- Concept of Privacy Concern in Job Search -- Prior Work on Privacy Concern in Job Search with Social Media -- Research Model and Hypothesis Development -- Perceived Procedural Justice (PJ) -- Perceived Privacy Violation (PV) -- Perceived Fairness Practice (FP) --

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### Sommario/riassunto

This book discusses the socialization of business as a corporate philosophy to understand customers and stakeholders in order to motivate co-creating value-based business performance. Reviewing a wide range of literature, it analyzes emerging theories of agility in business, corporate social responsibility, social learning, and value co-creation. Divided into 5 sections, this volume deliberates upon critical success factors of firms, which include diversity and cross-functionality by managing the triple and quadruple bottom-line. It argues that timely deployment of streamlined crowd-based marketing strategies in chaotic markets enhance the effects of social innovation and reduce growing complexities in global and regional markets. Presenting new insights on developing agile business models using both aggressive (crowd-driven) and defensive (competitive) marketing strategies in the agile business models, this edited work discusses how contemporary businesses adapt to agile strategies and integrate people, profit, and corporate citizenship behavior. Rajagopal is Professor of Marketing at EGADE Business School of Tecnologico de Monterrey, Mexico City Campus and Life Fellow of the Royal Society for Encouragement of Arts, Commerce, and Manufacture, London, United Kingdom. Dr. Rajagopal is serving as Visiting Professor at Boston University, Boston, Massachusetts, since 2013 and is also adjunct professor at the UFV India Global Education of the University of the Fraser Valley, Canada. He has to his credit 71 books on business management and over 400 research papers. Dr Rajagopal has been conferred with the highest civilian award of Government of India in the field of Education in January 2023. The award is given to the citizens of India working at overseas destinations. Ramesh Behl is Director and Professor of Information Systems at International Management Institute, India. He has authored 24 books, 17 case studies, and more than 45 research papers of national and international repute.

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