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Collana	Digital and social media marketing and advertising collection, , 2333-8830
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Nota di bibliografia	Includes bibliographical references (pages 155-172) and index.
Nota di contenuto	1. The information environment and the privacy problem -- 2. Why privacy is needed -- 3. Perspectives of privacy: technology history and academic theories -- 4. Information exchange and privacy in the marketplace -- 5. Information based privacy harms -- 6. Forms of protection -- 7. The future of privacy -- References -- Index.
Sommario/riassunto	This book examines digital privacy in the marketplace. It focuses on the data exchanges between marketers and consumers, with special attention to the privacy challenges that are brought about by new information technologies. The purpose of this book is to provide a background source to help the reader think more deeply about the impact of privacy issues on both consumers and marketers. It covers topics such as: why privacy is needed, the technological, historical and academic theories of privacy, how market exchange affects privacy, what are the privacy harms and protections available, and what is the likely future of privacy.