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Titolo	Consumer Voice : The Democratization of Consumption Markets in the Digital Age // by S. Umit Kucuk
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Nota di contenuto	Chapter 1: Voice -- Chapter 2: Consumer Voice -- Chapter 3: Voicesumers -- Chapter 4: How to Voice -- Chapter 5: Voiceconomics.
Sommario/riassunto	This book proposes a new type of consumer called a voicing consumer, or a voicesumer. This type of consumer is shaping our markets and marketing interactions with the advent of social networking sites in the digital markets. Described by the author as "real establishment of market democracy," consumer voice is gaining more importance in today's world, especially with the changes in communication technologies in markets. In defining the equalizing and democratic relationship between ordinary consumers and corporations, or any other regular company, the book highlights recent transformative experiences and cases in consumption cultures and consumer behaviors. Current theory discusses new types of consumer complaint behaviors, such as consumer activism and boycott, but this book fills a void by defining how these changes have created a new type of consumer. This new conceptualization of consumer behavior will advance scholarship for consumer behavior, psychology and marketing researchers. S. Umit Kucuk is Faculty Member at the University of

Washington, Tacoma, USA. He is widely published in Journal of Brand Management, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Affairs, Journal of Consumer Marketing, Journal of Retailing and Consumer Services, Journal of Research for Consumers, Marketing Theory, Psychology & Marketing and Technovation, among others. He is the author of Brand Hate: Navigating Consumer Negativity in the Digital World, 2nd Edition and Visualizing Marketing: From Abstract to Intuitive.
