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Nota di contenuto	Evolution of Marketing -- Digital Marketing: Overview and Evolutions -- Consumer Perceptions. How Digital Marketing has Changed Consumer Perceptions -- Digital Consumption and Risks -- Consumer Expectations in the Digital Environment -- Memory: How it Works and How to Become "Unforgettable" in a Digital World -- Online Persuasive Communication and its Applications -- Social Comparison, Problems of Digital Consumption and its Implications -- Humanistic and Sustainable Marketing. Marketing 4.0 - a "Humanistic" Approach -- Experience at the Core: Digital Customer Experience and Customer Satisfaction.
Sommario/riassunto	This book is a call to adopt more ethical, sustainable, and consumer-focused approaches in the digital era. The focus on consumer perceptions and expectations in a digital context is particularly

relevant, as it delves into the psychological and behavioral aspects of digital interactions. The chapters on digital consumption and risk, and memory in the digital world, are pivotal in understanding how digital mediums impact consumer choices and brand recall. Online persuasion, a key topic, explores ethical and effective strategies for influencing consumer behavior, emphasizing the importance of authenticity and trust. The discussion on social comparison and its implications in digital consumption underscores the psychological impact of digital platforms. The chapters on humanistic and sustainable marketing, and digital customer experience, reflect the growing importance of ethical, sustainable practices, and customer-centric approaches in building brand loyalty. The book is an essential guide for marketing professionals and students, offering a comprehensive understanding of the complex interplay between digital marketing strategies and consumer behavior.

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