

1. Record Nr.	UNINA9910866577103321
Autore	Kumar V
Titolo	Transformative Marketing : Combining New Age Technologies and Human Insights // by V. Kumar, Philip Kotler
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031596377 9783031596360
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (398 pages)
Collana	Palgrave Executive Essentials, , 2731-5622
Altri autori (Persone)	KotlerPhilip
Disciplina	658.872
Soggetti	Telemarketing Internet marketing Marketing research Business intelligence Customer relations - Management Marketing Consumer behavior Digital Marketing Market Research and Competitive Intelligence Customer Relationship Management Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: Transformative Marketing Has Begun -- Chapter 2: Transformative Marketing – A Marketing 5.0 Perspective -- Chapter 3: Transformative Marketing with Artificial Intelligence -- Chapter 4: Transformative Marketing with Generative Artificial Intelligence -- Chapter 5: Transformative Marketing with Machine Learning (ML) -- Chapter 6: Transformative Marketing with Metaverse -- Chapter 7: Transformative Marketing with Internet of Things (IoT) -- Chapter 8: Transformative Marketing with Robotics -- Chapter 9: Transformative Marketing using Drones -- Chapter 10: Transformative Marketing with Blockchain -- Chapter 11: Putting it all together.

This book gives an indispensable guide to navigating the shift in customer behavior and discovers how to rally their resources, cultivate capabilities, and forge strategies that harness cutting-edge technologies. In today's tech-centric world, customers crave lightning-fast digital experiences and demand instant solutions. In response, firms are changing the way they do business by accelerating the application of new age technologies, revamping processes, building new organizational structures, and innovating new business models. The authors unveil the secrets of integrating diverse data sources, principles of Marketing 5.0 and employing advanced techniques to unearth profound insights about the customers. This work is the ticket to the latest in AI, machine learning, drones, and other game-changing technologies. Stay ahead of the curve by learning not just what tech to use, but how, when, and why to deploy it in this digital age. For the trailblazers with the influence and resources to reshape marketing strategies, this book is the essential read. Executives climbing the corporate ladder will find it a compass, unraveling how new age technologies dance with both traditional and emerging marketing practices. And for MBA students hungry for insights on navigating the digital era's competitive landscape, this book is the treasure trove of tools and real-world cases. Dive in and chart the course in the tech-driven marketing landscape!

Dr. V. Kumar (VK) is Professor of Marketing and the Goodman Academic-Industry Partnership Professor in the Goodman School of Business at Brock University, ON, Canada. VK has held several Endowed Distinguished Faculty Positions in the USA and Distinguished Fellowships across universities worldwide. VK has been honored as a Legend in Marketing through the 10-Volume Legends in Marketing series published by Sage Publications with commentaries from scholars worldwide. VK has published over 300 scholarly papers and over 30 books. The American Marketing Association has instituted the V Kumar Mentorship Award to honor his contributions in mentoring future generations of scholars. Dr. Philip Kotler is S.C. Johnson Distinguished Professor of International Marketing (emeritus) at the Kellogg School of Management, Northwestern University. He received his MA degree at the University of Chicago and Ph.D. Degree at MIT in economics. He published 90 books and 170 articles in leading journals. He has won many awards including the 9-Volume "Legends in Marketing" award. He consulted IBM, GE, AT&T, Honeywell, Bank of America, and Merck. He has been an AMA Director; a Drucker Foundation member. He received 22 honorary doctoral degrees. He has taught in Europe, Asia, and South America.
