

1. Record Nr.	UNINA9910971836603321
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Titolo	Interactive marketing : revolution or rhetoric? // Christopher Miles
Pubbl/distr/stampa	New York, : Routledge, 2010 New York : , : Routledge, , 2010
ISBN	1-136-97394-X 1-136-97395-8 1-282-58649-1 9786612586491 0-203-85207-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (256 p.)
Collana	Routledge interpretive marketing research ; ; 12
Disciplina	658.8/7
Soggetti	Interactive marketing Direct marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures; About the Author; Introduction; 1 The Rhetoric of Interactivity; 2 The Interactivity Crisis and Marketing Discourse; 3 A Radical Constructivist's Marketing Construction; 4 The Rendition of the Consumer's Voice; 5 Customer Communities and the Grammar of Control; 6 The Autism of Relationship Marketing; 7 A Recursive, Invitational Model of Marketing Interactivity; Notes; Bibliography; Index
Sommario/riassunto	This book critically examines the rhetoric surrounding current trends in the adoption of tropes of interactivity in marketing communication. Concepts such as viral advertising, customer-generated content, brand communities and the whole panoply of Web 2.0-mediated marketing technologies all have their foundations in an overt positioning of interactivity as the savior of effective marketing communication. Yet, what exactly is meant by interactivity in these contexts and how far does it represent a revolution in the methodologies of marketing? Anchoring his analysis in a critique of the assum