

Digital Innovations for Customer Engagement, Management, and Organizational Improvement

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Over the past several years, digital technologies have reestablished the ways in which corporations operate. On one hand, technology has allowed companies to build a stronger knowledge of its customer base, contributing to better consumer engagement strategies. On the other hand, these technologies have also integrated into the management and daily operations of companies, resulting in increased performance and organizational improvement. Remaining up to date with the implementation of these cutting-edge technologies is key to a company's continued success.

Digital Innovations for Customer Engagement, Management, and Organizational Improvement is an essential reference source that discusses and strategizes the latest technologies and innovations and their integration, implementation, and use in businesses, as well as lifelong learning strategies in a digital environment. Featuring research on topics such as consumer engagement, e-commerce, and learning management systems, this book is ideally designed for managers, business executives, marketers, consumer analysts, IT consultants, industry professionals, academicians, researchers, and students.



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