

# Handbook of Research on Contemporary Consumerism

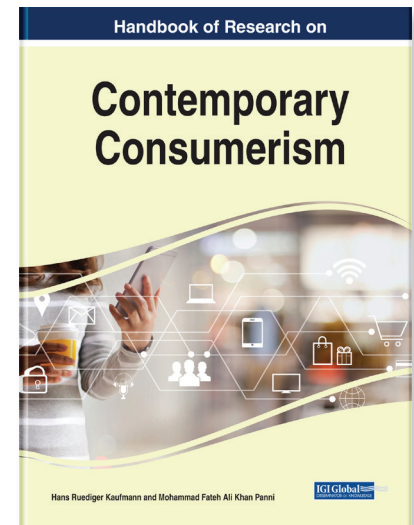
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry

The **Handbook of Research on Contemporary Consumerism** is an essential reference source that provides an in-depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives. Additionally, it examines the impact of identity on marketing and branding from the consumerist perspective, discusses consumerism as a source of innovation and product development, and provides insights on consumerism and profitability. Featuring research on topics such as circular economy, digital marketing, and social media, this book is ideally designed for practitioners, managers, marketers, academic researchers, and students.



**ISBN:** 9781522582700

**Release Date:** September, 2019 **Copyright:** 2020

**Pages:** 370

## Topics Covered:

- Circular Economy
- Consumer Behavior
- Customer Engagement
- Digital Marketing
- Emotional Intelligence
- Ethical Sales
- Fair Trade
- Finance
- Green Marketing
- Social Media

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