

Enhancing Customer Engagement Through Location-Based Marketing

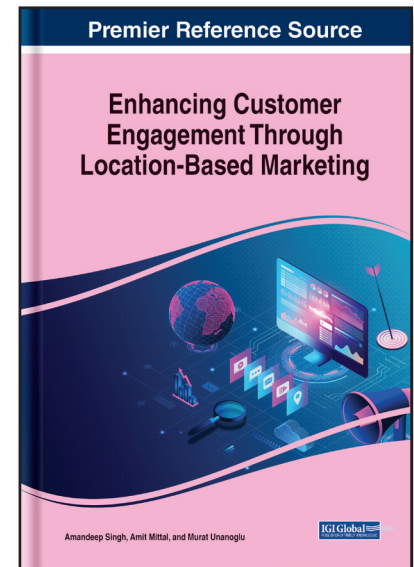
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Amandeep Singh (Chitkara Business School, Chitkara University, India), Amit Mittal (Chitkara Business School, Chitkara University, India) and Murat Unanoglu (Istanbul Aydin University, Turkey)

Description:

There is a growing global interest in reimagining higher education ecosystems. Whether or not this is a recognition of apparent existential challenges or not, aspiring higher education administrators, faculty, and trustees need to have an understanding of the varying types of higher education institutions in the USA and an awareness of how other countries structure their higher education systems and how they are preparing to deal with the challenges. Additionally, they require deep knowledge of how these systems measure success or failure.

Enhancing Customer Engagement Through Location-Based Marketing explores critical aspects and challenges in the higher education setting, describes and analyzes initiatives being taken to address these challenges, and presents case studies to help foster a better understanding and create competency in strategic thinking and problem solving for higher education leadership. Covering key topics such as sustainability, education systems, and the digital age, this premier reference source is ideal for administrators, policymakers, researchers, academicians, practitioners, scholars, instructors, and students.



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