

Managing Diversity, Innovation, and Infrastructure in Digital Business

Part of the Advances in Human Resources Management and Organizational Development Book Series

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Description:

In the digital age, consumers have morphed from passive receivers of marketing messages to active suppliers of information about product through various digital media, creating a need for businesses to effectively manage a more diverse and creative range of consumers.

Managing Diversity, Innovation, and Infrastructure in Digital Business

is a collection of innovative research on new avenues in overall digital infrastructures, digital modern business infrastructures, business automation, and financial aspects of modern businesses. Featuring research on topics such as electronic word-of-mouth strategies, social media marketing, and digital communication, this book is ideally designed for business professionals, managers, and undergraduate and postgraduate business students seeking current research on business in the digital environment.



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Topics Covered:

- Big Data
- Consumer Decision Making
- Digital Communication
- E-Business
- Electronic Word of Mouth
- Internet Marketing
- Marketing
- Opinion Leaders
- Social Media Marketing
- Supply Chain

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