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Strategic Marketing in Fragile Economic Conditions

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Strategic Marketing in Fragile Economic Conditions



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

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In a time of economic downturn, effective marketing becomes increasingly difficult. In order to remain competitive and prosperous, organizations must strategically analyze their position in the market and implement new marketing plans.

Strategic Marketing in Fragile Economic Conditions provides relevant theoretical frameworks and the latest empirical research findings relating to consumer confidence, marketing strategies, and the influence of trust during a time of economic crisis. A timely and relevant scholarly resource, this publication is of use to business professionals, academicians, researchers, and graduate students aiming to stay abreast of the latest theories, research, and strategic models for business success during difficult economic times.

Topics Covered:

- Economic Downturn
- Global Economy
- Market Performance
- Organizational Development
- Strategic Marketing
- Trust Models
- Value Creation in a Network Economy

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