

# New Trends in Marketing and Consumer Science

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

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## Description:

Marketing and consumer science are undergoing a seismic shift, propelled by an array of dynamic trends and advancements. Technological advancements, along with shifting socioeconomic and geopolitical factors, have transformed consumer behaviors and preferences in unprecedented ways. As a result, anticipating emerging trends and adapting strategies accordingly has become essential for success in this dynamic landscape.

New Trends in Marketing and Consumer Science is the groundbreaking solution poised to revolutionize how academia approaches the study of marketing and consumer science. This book offers a roadmap for scholars to navigate the evolving landscape with confidence and foresight while delving into the trends shaping the future of these disciplines. From AI and machine learning to sustainability and ethical marketing, each chapter provides invaluable insights and practical strategies for addressing the challenges of today and anticipating those of tomorrow.

This book explores emerging trends and innovative solutions, ultimately serving as a vital resource for academics, researchers, and practitioners seeking to stay ahead of the curve. Bridging the gap between theory and practice, this book empowers readers to not only understand the forces driving change, but also to harness these forces in their respective fields. Join us in unlocking the secrets of tomorrow's marketing landscape and charting a course toward success in the ever-evolving world of consumer science.



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## Topics Covered:

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- Behavioral Economics
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- Blockchain in Marketing
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- Cross-Channel Marketing
- Customer Experience (CX)
- Diversity and Inclusion
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- Influencer Marketing
- Personalization and Customer Segmentation
- Post-COVID Marketing

**Subject:** Business & Management

**Classification:** Edited Reference

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(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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