

# Innovations in Technology and Marketing for the Connected Consumer

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

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## Description:

Connected customers, using a wide range of devices such as smart phones, tablets, and laptops have ushered in a new era of consumerism. Now more than ever, this change has prodded marketing departments to work with their various IT departments and technologists to expand consumers' access to content. In order to remain competitive, marketers must integrate marketing campaigns across these different devices and become proficient in using technology.

**Innovations in Technology and Marketing for the Connected Consumer** is a pivotal reference source that develops new insights into applications of technology in marketing and explores effective ways to reach consumers through a wide range of devices. While highlighting topics such as cognitive computing, artificial intelligence, and virtual reality, this publication explores practices of technology-empowered digital marketing as well as the methods of applying practices to less developed countries. This book is ideally designed for marketers, managers, advertisers, branding teams, application developers, IT specialists, academicians, researchers, and students.



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## Topics Covered:

- Artificial Intelligence
- Cloud Computing
- Cognitive Computing
- Cybersecurity
- Data Analytics
- Digital Marketing
- Generational Technology
- Mobile Technology
- Social Media
- Virtual Reality

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