

Perspectives and Considerations on the Evolution of Smart Systems

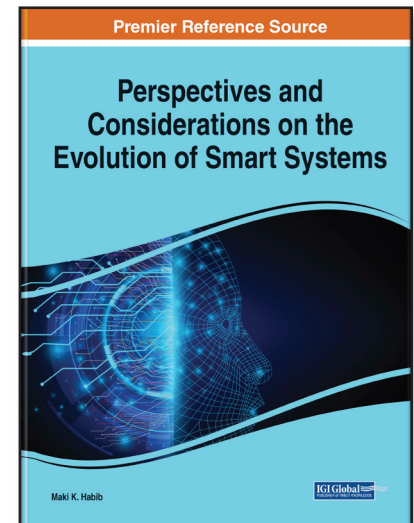
Part of the Advances in Systems Analysis, Software Engineering, and High Performance Computing Book Series

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Description:

People have cultural boundaries. Their thinking and decisions are affected by their cultural values and norms. Marketers implant cultural values and standards in advertisements where consumers can relate to the characters in the advertisements. To design a cultural marketing advertisement, it is critical to pay attention to what is going on in the culture and anticipate what issues will hold in the future.

Perspectives and Considerations on the Evolution of Smart Systems highlights the importance of cultural marketing, discusses how consumer beliefs are built and affected by cultural marketing, and considers how culture acts as a base for the marketing ecosystem. Covering key topics such as the digital era, religion marketing, and consumer behavior, this premier reference source is ideal for marketers, business owners, managers, researchers, scholars, academicians, practitioners, instructors, and students.



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Consumer Engagement
Cross-Culture Marketing
Cultural Marketing
Customers

Digital Era
Marketing
Metaverse
Religion Marketing
Technology

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

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

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