

Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities

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

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Description:

Technology has changed the buying and selling industry. Research of various consumer patterns can result in an increase of profits of organizations and corporations.

Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities is an authoritative reference source featuring the latest scholarly research on best practices of building relationships with online communities to engage consumers. Including various topics and perspectives such as consumer behavior, social media, and search engine optimization (SEO) this publication is ideally designed for professionals, researchers, and students seeking current research on the application of novel technologies in marketing.



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- Consumer Behavior
- Search Engine Optimization (SEO)
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