Diverse Methods in Customer Relationship Marketing and Management

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

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Description:
Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. By developing positive relationships with consumers, businesses can better maintain their customers' loyalty.

Diverse Methods in Customer Relationship Marketing and Management is a critical scholarly resource that examines how marketing has shifted to a relationship-oriented model. Due to this, there is an increased need for customer relationship marketing and management to emerge as an invaluable approach to strengthening companies and the customer experience. Featuring coverage on a wide range of topics such as relational marketing technology acceptance model, and consumer buying behavior, this book is a vital resource for marketing professionals, managers, retailers, advertising executives, academicians, and researchers seeking current research on the challenges and opportunities in customer relationship marketing and management.


Topics Covered:

- Advertising
- Consumer Buying Behavior
- Relational Marketing
- Social Customer
- Social Listening
- Social Media
- Technology Acceptance Model
- Value Co-Creation

Hardcover: $215.00
E-Book: $215.00
Hardcover + E-Book: $260.00