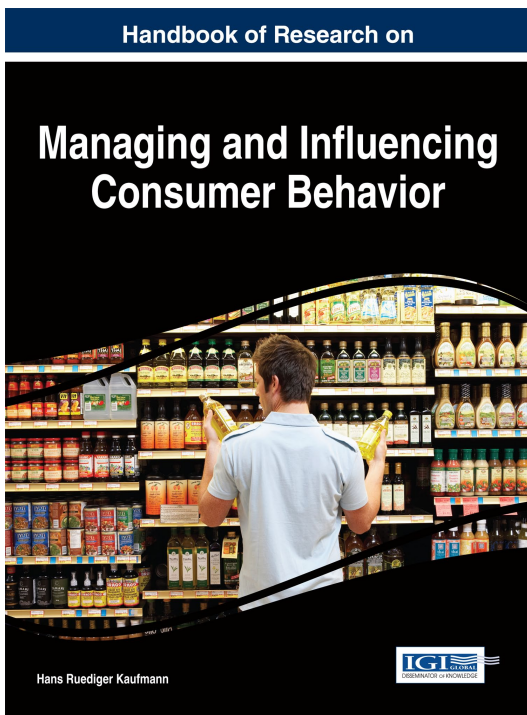


An Excellent Addition to Your Library!

Released: October 2014

Handbook of Research on Managing and Influencing Consumer Behavior



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

Hans-Ruediger Kaufmann (University of Nicosia, Cyprus & International Business School at Vilnius University, Lithuania)

In recent years, all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well-known term used in the business and academic worlds for understanding how to control consumer behavior.

The **Handbook of Research on Managing and Influencing Consumer Behavior** discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior, and is of great use to marketers, businesses, academics, students, researchers, and professionals.

Topics Covered:

- Consumer-Brand Relationship
- Customer Centric Marketing
- Customer Knowledge Management
- Customer Relationship Management
- Electronic Commerce
- Knowledge Management

ISBN: 978146665477; © 2015; 573 pp.

Print: US \$355.00 | Perpetual: US \$535.00 | Print + Perpetual: US \$710.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Hans Ruediger Kaufmann completed his sponsored PhD in 1997 and was as research assistant and then lecturer (p-t) at Manchester Metropolitan University After extensive experience in German Bank Management. Later, he worked in Budapest, first as Course Director Marketing for the Chartered Institute of Marketing and then as an Assistant Professor in Marketing at the International Management Centre Budapest as well as a contractual consultant. At the University of Applied Sciences Liechtenstein he was Academic Director Private Banking and, later, Head of the Competence Centre International Management. Since October 2006 he is an Associate Professor at the University of Nicosia. He has been a launching member and President (2007-2009) of the international research network on consumer behaviour, CIRCLE. He is currently Vice-President of the EuroMed Research Business Institute (EMBRI). He is member of the editorial board of a variety of journals and an Associate Editor of the *World Review of Entrepreneurship, Management and Sustainable Development*.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

Credit Card Mastercard Visa Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____