

Application of Gaming in New Media Marketing

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

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Description:

The advent of the internet largely changed the landscape of marketing to adopt a wide variety of communication techniques and creative selling on virtual platforms. Gaming provides a highly pervasive and influential mode of offering new media communication to consumers that can be further improved by digital innovation.

Application of Gaming in New Media Marketing is a collection of vital research on the methods and applications of gaming in marketing, including its growth, recent trends, practices, issues, and main challenges. Highlighting a range of topics including digital advertising, media planning, and social media marketing, this book is ideally designed for marketers, software developers, managers, business researchers, academicians, and graduate-level students seeking current research on new and innovative methods to reach and connect with audiences through games in a highly interactive, measurable, and focused way.



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Topics Covered:

- Demonetization
- Digital Advertising
- Gamification
- Media Planning
- Mobile Games
- Optimal Gaming Experience
- Psychodynamics
- Psychology
- Social Media Marketing
- Virtual Reality

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