Promotional Strategies and New Service Opportunities in Emerging Economies

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

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Description:

Continuous improvements in emerging economies have created more opportunities for industrialization and rapid growth. This not only leads to higher standards in accounting and security regulations, but it increases the overall marketing efficiency.

Promotional Strategies and New Service Opportunities in Emerging Economies is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlights multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management.

Readers:

This publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry.


Topics Covered:

- Customer Relation Management
- Online Retailing
- Self-Service Technologies
- Service Marketing
- Service Risk Management
- Supply Chain Management
- Sustainable Consumption

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