

Strategies and Tools for Managing Connected Consumers

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

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Description:

Through the growing penetration of new technologies, online consumers can now share and collaborate amongst themselves while shopping online. As they receive information about products from media exposure and their collaboration with other consumers, it is critical for businesses to understand the social impact and influence of social and mobile commerce and how it can affect consumer habits.

Strategies and Tools for Managing Connected Consumers provides emerging research exploring the techniques and impacts of new technologies deployed in today's digital marketplace as well as recent development and empirical research on consumer behavior. Featuring coverage on a broad range of topics such as social computing, virtual communities, and consumer management, this book is ideally designed for professionals, researchers, business managers, and students who want to improve their understanding of new strategies for conducting online business in networked environments.



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Topics Covered:

- Consumer Behavior
- Consumer Management
- Data Analysis
- Digital Media
- E-Commerce
- Human Aspects of Business
- Mobile Technologies
- Social Computing
- Social Networking
- Virtual Communities

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