

Trends and Innovations in Marketing Information Systems

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

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Description:

Information technology has helped to facilitate the development of various marketing techniques, thus enabling a more efficient distribution of the data that are essential to business success. These advances have equipped managers with superior tools to interpret available consumer and product data and use this information as part of their strategic planning.

Trends and Innovations in Marketing Information Systems features the latest prevailing technological functions and procedures necessary to promote new developments in promotional tools and methods.

Readers:

This book is an essential reference source for business professionals, managers, and researchers interested in the use of current technology to improve marketing practice.

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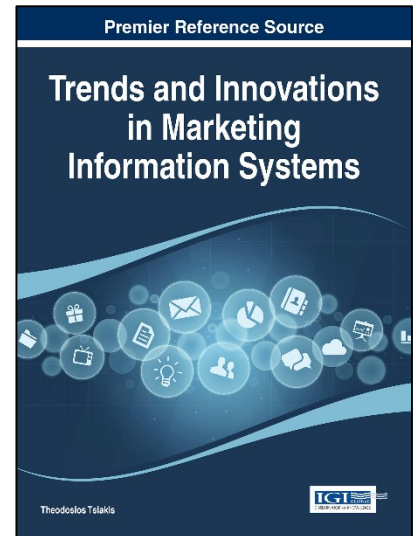
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- Corporate Social Responsibility
- Social Networking
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