

Agile Marketing Strategies

New Approaches to Engaging Consumer Behavior

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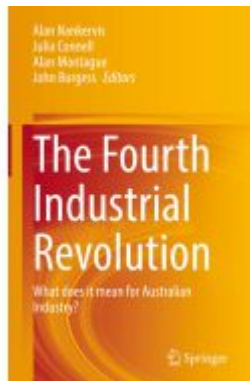
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Details

This book discusses the analysis of consumer behavior as a fundamental tool to build agility in business models and strategies. Exploring recent scientific developments in neurobehavioral research, this book argues that the development of agile marketing strategies requires an examination of neurobehavioral experiences in visual merchandising, shopping, and consumption, and an understanding cognitive synchronization with emotions, such as eye movements, gestures, verbal manifestation, and encoding behavior among consumers. The author discusses possible approaches to measure neuro-responses during a consumer's shopping experience, both in-store and online. Such approaches will help firms to understand real-time neurobehavioral effects and improve the marketing capabilities of the firm accordingly. Discussing new strategies suitable to co-create agile business models in association with the market players and consumers, this interdisciplinary work engages scholarship on business agility, consumer behavior, social intervention, collective intelligence, decision-making, and stakeholder values.

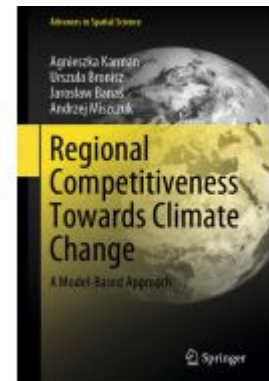
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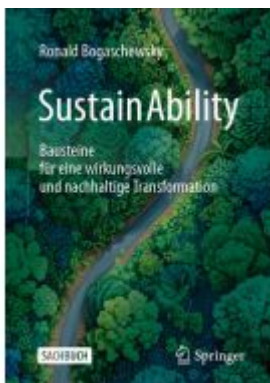
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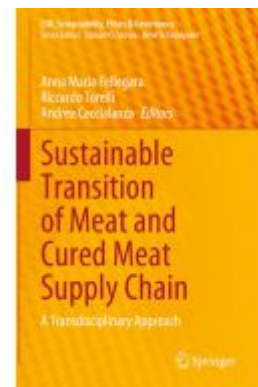
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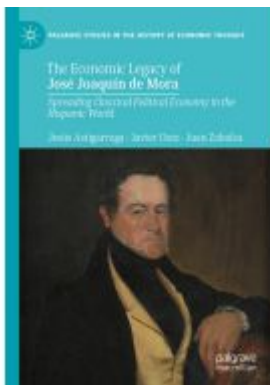
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