

Visualizing Marketing

From Abstract to Intuitive

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/visualizing-marketing-9783031182143.html>

Details

This book focuses on marketing graphics, figures, and visual artifacts discussed in marketing theory in order to explain and discuss marketing concepts visually, and open a door to future predictions of the evolution of such marketing concepts. Marketing concepts are, by nature, abstract and there is a need for approaches that provide a clear picture of such concepts, along with concrete and hands-on knowledge tools to students, scholars, and practitioners. Furthermore, the recent rising importance and popularity of digital marketing tools and marketing metrics make visualization of such important marketing phenomena possible. Visualizing or concretizing of marketing data is more important than ever as the usage and presentation of such enormous amounts of data requires visual representation. Whereas the first edition focused on traditional marketing elements, namely the 4Ps or marketing mix elements, this edition includes a new section focusing on digital marketing, which introduces the 4Cs, defined as Connectivity, Content, Community and Commitment. Consequently, this edition provides a broader view of marketing concepts by also proposing a new conceptualization to today's dynamically changing digital marketing value creation tools. As a result, this book develops a new foundation of digital marketing and provides an alternative way of discussing and explaining marketing concepts, old and new, with visual representations.

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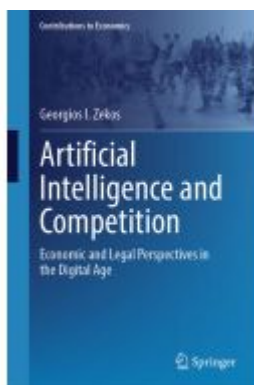
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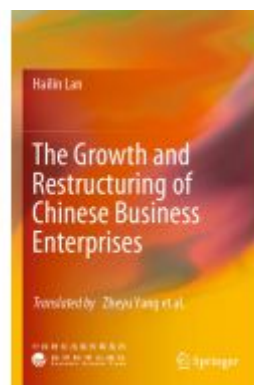
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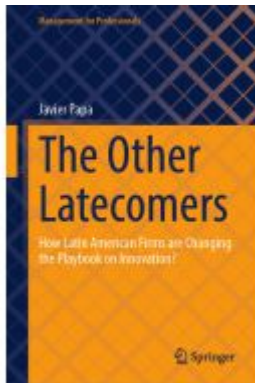
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