



Digital Transformation of SME Marketing Strategies

Innovating for the 4.0 Era

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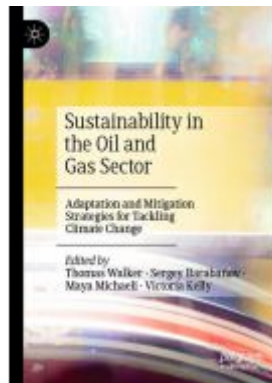
SMEs represent more than 95% of businesses operating in global markets. These businesses are the fabric of any economic system both in developed and emerging countries, and are the main constituents of any global supply chain throughout the world. However, research on new 4.0 marketing strategies for this kind of businesses has been largely neglected. Extant literature mostly neglects, or fails to articulate the importance of emerging technology such as Big Data, Artificial Intelligence and VR/AR for SMEs.

Building on that, this book reviews existing literature on innovation and new technology in marketing for SMEs, what they could do and should avoid. Then, presenting multiple case study from SMEs operating in diverse industries (fashion and design, food and wine, financial services), it develops a practical strategic framework that could be used by SMEs wishing to effectively innovate their marketing strategies in our contemporary digital era. It will be an essential resource for students and researchers of marketing, innovation and industry 4.0.

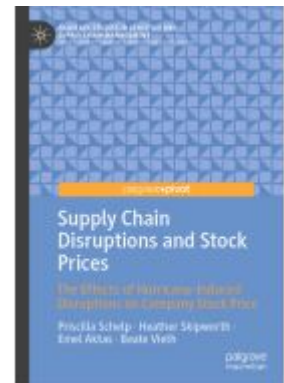
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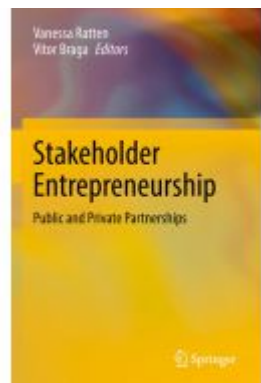
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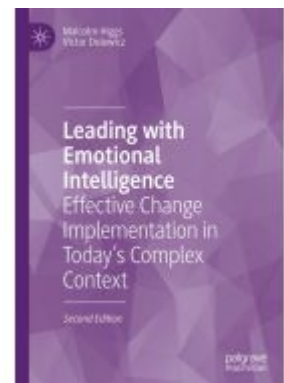
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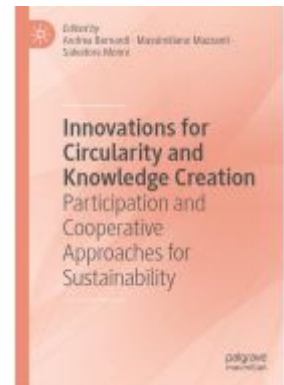
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