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Marketing and Sales Automation
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for virtually all of the 20th century the paradigm in marketing was founded on early economic thoughts making goods and exchanges the focal point of economic research and practice in the 1980s and 1990s scholars called for a paradigm shift but did not deliver clear directives on how to move forward it was not before 2004 when stephen l vargo and robert f lusch published their award winning article evolving to a new dominant

logic for marketing in the journal of marketing dealing with a potentially new paradigm for marketing the publication has caused a lot of discussions crowned by a collection of essays from more than 50 scholars in 2006 this book aims at looking into the reactions and discussions regarding the proposed service dominant logic in more detail so far no comprehensive overview of the existing literature has yet been made this book will introduce the basic ideas of the service dominant logic followed by a detailed state of literature the last part of the book will examine whether the concepts of a service dominant logic display similarities with concepts of b2b marketing and whether they could successfully be adopted in b2b markets

expanding on the editors award winning article evolving to a new dominant logic for marketing this book presents a challenging new paradigm for the marketing discipline this new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing it moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process the editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and distinguished marketing thinkers then provide further insight and commentary the result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice

the historical link between marketing and markets prevalent until the 1960s has given way to the view of marketing as a portable set of tools applicable to markets and non markets alike by re establishing the connection between the two this book examines the argument that marketing produces markets marketing practices and theories play a very significant role in the production of markets and the kinds of entities and phenomena that populate markets this interdisciplinary book brings together theoretical and empirical contributions from marketing and economic sociology to analyse and develop novel approaches to interpreting the relationship between marketing theory marketing practices and markets across a variety of market settings and countries

accompanying cd rom contains 26 software programs help files and tutorials page 4 of cover

the sage handbook of service dominant logic edited by robert lusch and stephen vargo is an authoritative guide to scholars across disciplines who are conducting or wish to conduct research on s d logic

this book clarifies based on latest findings and research what one needs to know about marketing and sales automation how to manage projects to implement them select and implement tools and what results can be achieved it also outlines what can be expected in the future such as the automation of corporate communication and human resources the range of topics spans from the creation of a valid data base in the context of

applied ai for realizing predictive intelligence and the effects of data regulations such as the european general data protection regulation gdpr when addressing customers and prospects to recommendations for selecting and implementing the necessary it systems experts also report on their experiences in regard to conversion rate optimization cro and provide tips and assistance on how to optimize and ensure the highest roi for marketing and sales automation a special focus will be placed on the dovetailing of marketing and sales and the management of the customer journey as well as the improvement of the customer experience

the ultimate test of marketing investment and indeed any investment is whether it creates value for shareholders but few marketing investments are evaluated from this perspective increasingly boards of directors and city analysts the world over are dissatisfied with this lack of accountability cranfield school of management has been addressing this problem by working with a range of blue chip companies they have created a new framework which shows how marketing systematically contributes to shareholder value based on three key questions does the promised market exist will the strategy deliver the market share promised will the market share create shareholder value this groundbreaking new book explains the principles and practice behind rigorous due diligence in marketing for marketing and finance directors ceos strategists and mba students wanting to understand the key drivers of modern business surely the time has come for marketing directors to take their rightful place in the boardroom by proving that what they are doing creates shareholder value added connects marketing plans and investment to the valuation of the firm and how it can contribute to increasing shareholder value systematic and practical approach useful for both practitioners and students new paperback edition

equips the next generation of marketers with the critical skills and ethical mindset to lead in a time of unprecedented change since its first publication in 2009 sustainability marketing has set the standard for how marketers can respond to global environmental and social challenges now in its third edition this award winning text remains a definitive resource in the field blending rigorous theory diverse global examples and actionable strategy sustainability marketing offers a comprehensive structured and deeply insightful guide to integrating social environmental and ethical concerns into modern marketing strategies delivering both theoretical depth and practical tools to help students and practitioners alike navigate the evolving sustainability landscape with a fresh emphasis on global challenges digital transformation and circular economy principles the third edition reflects the latest research real world case studies and pressing debates in the field covering a wide range of key topics from rethinking the sustainability marketing mix to navigating the ethical tensions of brand activism the authors provide a compelling blueprint for building marketing strategies that drive innovation strengthen brand trust and contribute meaningfully to sustainable development sustainability marketing a global perspective third edition is essential reading for advanced students exploring the future of responsible business educators integrating sustainability into their curriculum and marketing professionals looking to align strategy with purpose and contribute to a more sustainable and equitable world new to this edition expanded focus on the un sustainable development goals sdgs addressing how marketers are aligning strategies with global policy frameworks new content on greenwashing consumer trust and ethical marketing dilemmas including societal and humanistic marketing perspectives in a polarized media and political environment cutting edge analysis of digitalization and ai exploring opportunities such as personalization and engagement as well as risks of data asymmetries algorithm driven polarization and deepfakes deeper integration of circular

economy thinking examining how product service systems sharing models and value co creation are reshaping marketing roles and metrics timely global case studies and updated data ranging from large multinationals to agile start ups across a variety of sectors geographies and consumer segments including new and emerging companies and enterprises that exemplify innovative sustainability marketing practices insights into brand activism and its risks that help readers understand the fine line between purpose driven engagement and public backlash coverage of the implications of sustainable supply chains for marketing and the role of traceability and transparency in generating credibility incorporated and replaced the latest research to strengthen both the theoretical foundation and practical application of sustainability marketing including new research on clean technologies highlighting marketing s role in accelerating adoption and communicating impact wiley advantage provides a structured step by step approach grounded in the original sustainability marketing framework refined and expanded for today s complex challenges equips students and professionals with actionable frameworks for implementing sustainability in real marketing contexts offers a truly global perspective with stories and challenges drawn from every continent that cover diverse industries reflects the latest academic findings and real world practices while remaining concise and accessible for a 12 week course employs a balanced critical lens to unpack the tensions trade offs and controversies involved in sustainable marketing includes learning objectives discussion questions and sustainability challenges in each chapter

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