

Smart Persuasion How Elite Marketers Influence Co

Smart Persuasion Digital Natives as a Disruptive Force in Asian Businesses and Societies Advances in Digital Marketing and
eCommerce Sports Marketing An Introduction to Social Media Marketing Evaluating Scholarship and Research
Impact Marketing Readings in Global Marketing Fundamentals of Modern Marketing International and Global Marketing A Chinese
Marketing Community Comparative Management and Marketing: Text and Readings Marketing: Management and Social
Change Marketing Journal of Public Policy & Marketing : JPP&M Asseal Marketing Marketing Marketing Forum Marketing Philippe AIMÉ
Dastane, Omkar Francisco J. Martínez-López Sean Ennis Alan Charlesworth Jeffrey W. Alstete Michael R. Czinkota Edward W.
Cundiff Taylor W. Meloan Paul Steven Sangren Jean J. Boddewyn Robert F. Hartley Philip R. Cateora Henry Assael Courtland L.
Bovée Chinese University of Hong Kong Joel R. Evans

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conversions begin in the brain every purchase starts with a decision and every decision is shaped by consumer psychology this book explains how mental shortcuts cognitive biases affect your customers decision making and shows you how to be more persuasive online philippe aimé and jochen grünbeck are optimisation addicts and have been at the forefront of digital marketing since the beginning inspired by behavioural economists like daniel kahneman dan ariely and richard thaler the techniques described in smart persuasion leverage powerful decision making biases to make marketing more effective alongside these behavioural insights smart persuasion incorporates research from marketing experts such as jonah berger robert cialdini and roger dooley principles relating to attention and perception as well as the cognitive effects that make consumers predictably irrational are distilled into concrete website optimisation strategies drawing from hundreds of unique studies smart persuasion lists proven effects such as anchoring and framing each one is illustrated with case studies examples and ideas that you can apply immediately using the persuasive strategies outlined in this book will allow you to influence consumers more effectively unlocking your website s potential all profits from the sale of this book help provide educational resources for children in africa

a new generation of asian entrepreneurs is bringing their creativity innovation and digital expertise to market assisting the region in becoming a disruptive force on the global stage live commerce which combines fast purchases with entertainment is revolutionizing china s retail industry and new applications are making users lives easier and more intertwined a relatively young and increasingly well educated population driven by millennials and gen zs is driving such high levels of internet and mobile usage in the following decade these digital natives born between 1997 to 2012 will account for one third of asia s

consumption despite its relevance there is a scarcity of research on digital natives and transformation in asia or reflections of the same in a global context digital natives as a disruptive force in asian businesses and societies fosters multidisciplinary collaboration in order to uncover fresh theoretical and empirical views on digital natives digital technology and digital revolutions in asian enterprises and society covering key topics such as the digital divide internet marketing and social commerce this major reference work is ideal for government officials business owners managers policymakers scholars researchers academicians practitioners instructors and students

this book highlights the latest research articles presented at the third digital marketing ecommerce conference in june 2022 papers include a varied set of digital marketing and ecommerce related topics such as user psychology and behavior in social commerce influencer marketing in social commerce social media monetization strategies and social commerce characteristics the papers also extends to the topics of branding business models user and data privacy social video marketing and commerce among others

sports are big business most companies want to expand into global markets enhance their brand and understand varying market conditions this textbook supports sports marketing students as they learn about the challenges and opportunities that are specific to the global sports industry written from the perspective of different stakeholders in the sports sector such as fans sports entity holders clubs sponsors and the sports media it offers a holistic view of this evolving and ever changing industry taking a truly global approach this textbook helps students understand the current issues facing sports marketing professionals and is relevant across all regions of the world drawing on the author s years of industry and teaching experience it blends theory and practice with case studies including the international olympic committee and fifa crucially the

book provides comprehensive coverage of hot topics such as sports governance digital marketing and the globalization of the sports product written in an accessible style and accompanied by a full suite of online resources this textbook is for ideal for anyone looking to excel as a sports marketer or progress within the wider sports industry it is a valuable resource for sports marketing courses at undergraduate postgraduate and mba levels

social media has given marketers a way to connect with consumers in an unprecedented and revolutionary way but the very newness of this medium is as challenging as it is exciting particularly to those who aren't digital natives this is the first textbook for students that offers a step by step guide to this newly dominant marketing discipline mirroring its sister text digital marketing a practical approach this book is grounded in solid academic underpinnings but has a lighter hands on approach that is perfect for shorter courses and additional reading chapter exercises not only help develop knowledge but test the learners understanding of how the various concepts and models are best used by requiring them to investigate how they are best applied in real world scenarios the book is supported by the author's excellent website which includes links to continually updated statistics as well as articles that keep the reader in touch with the constant changes to this dynamic area topics covered in this book include social networking consumer reviews social service and support real time social media marketing blogging viral marketing and influencers advertising on social media and much more an introduction to social media marketing is the first of its kind and ideal reading for students who want to work in a digital marketing environment as well as the traditional marketer who wants to get to grips with this vibrant and potentially lucrative facet of present day marketing

this book probes the dynamics of academic research and scholarship evaluation readers will learn about scholarly metric evolution impact factors disruptive technologies and a myriad of forces affecting policy development at institutions through an

examination of widely used measurements and growing concerns about their influence

this text is a combination of 32 readings and 10 cases its organization allows it to be easily used with cateora czinkota and jeannet or it can be used on its own

the chapters form the core of the book and represent the key areas of product distribution promotion and price the integration of concepts and applications in a student friendly manner is the focus of this book marketing concepts are introduced in a process approach in which marketing is described as a series of processes market segmentation new product development promotional decisions and so forth pref

this text introduces students to the world of marketing through the eyes of business people in large and small companies government agencies and non profit organizations the style is friendly and inviting without compromising academic strengths the text presents hundreds of examples that hold the students interest while helping them understand the principles of contemporary marketing each chapter is framed by facing a marketing challenge and a case for critical thinking meeting a marketing challenge thought provoking scenarios from real companies that let students examine and emulate decisions faced by marketing executives

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