

# Marketing and Consumer Behavior:

## Concepts, Methodologies, Tools, and Applications

Information Resources Management Association  
*USA*

Volume I



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*This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Marketing and Consumer Behavior. Chapters found within these pages provide an excellent framework in which to position Marketing and Consumer Behavior within the field of information science and technology. Insight regarding the critical incorporation of global measures into Marketing and Consumer Behavior is addressed, while crucial stumbling blocks of this field are explored. With 18 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Marketing and Consumer Behavior discipline.*

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*This section includes a wide range of research pertaining to the social and behavioral impact of Marketing and Consumer Behavior around the world. Chapters introducing this section critically analyze and discuss trends in Marketing and Consumer Behavior, such as viral advertising, CRM and customer satisfaction, and SMS advertising. Additional chapters included in this section look at behavioral branding and CKM. Also investigating a concern within the field of Marketing and Consumer Behavior is research which discusses the effect of user behavior on Marketing and Consumer Behavior. With 16 chapters, the discussions presented in this section offer research into the integration of global Marketing and Consumer Behavior as well as implementation of ethical and workflow considerations for all organizations.*

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*This section presents contemporary coverage of the social implications of Marketing and Consumer Behavior, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in Marketing and Consumer Behavior. Core tools and concepts such as leadership marketing, competitive advantage, mobile applications, consumers' social media participation, and legal issues are discussed. Equally as crucial, chapters within this section discuss how leaders can utilize Marketing and Consumer Behavior applications to get the best outcomes from their governors and their citizens.*

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## Section 7 Critical Issues

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## Section 8 Emerging Trends

*This section highlights research potential within the field of Marketing and Consumer Behavior while exploring uncharted areas of study for the advancement of the discipline. Introducing this section are chapters that set the stage for future research directions and topical suggestions for continued debate, centering on the new venues and forums for discussion. In the final 11 chapters, the book concludes with a look ahead into the future of the Marketing and Consumer Behavior field. In all, this text will serve as a vital resource to practitioners and academics interested in the best practices and applications of the burgeoning field of Marketing and Consumer Behavior.*

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