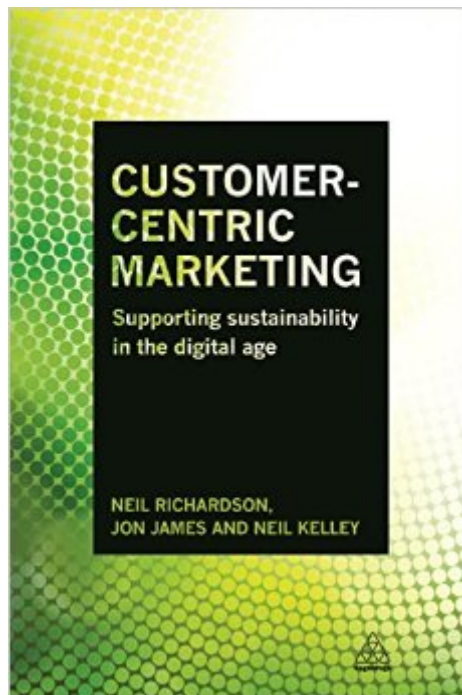


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Customer-Centric Marketing: Supporting Sustainability In The Digital Age



Synopsis

A major challenge facing businesses today is how to grow while engaging in recognizably sustainable practices. It is not enough to just be sustainable; the challenge is communicating it and getting the customer involved in the message. Customer-Centric Marketing addresses sustainable marketing planning, its barriers, and how to overcome them by demonstrating how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better relationships and increased effectiveness. Ideal for senior marketing professionals and students of digital marketing and marketing strategy, this accessible and straight to-the-point book uses case studies to show how the marketing theories and tools work in actual business scenarios.

Book Information

Paperback: 256 pages

Publisher: Kogan Page (February 28, 2015)

Language: English

ISBN-10: 074947209X

ISBN-13: 978-0749472092

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

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