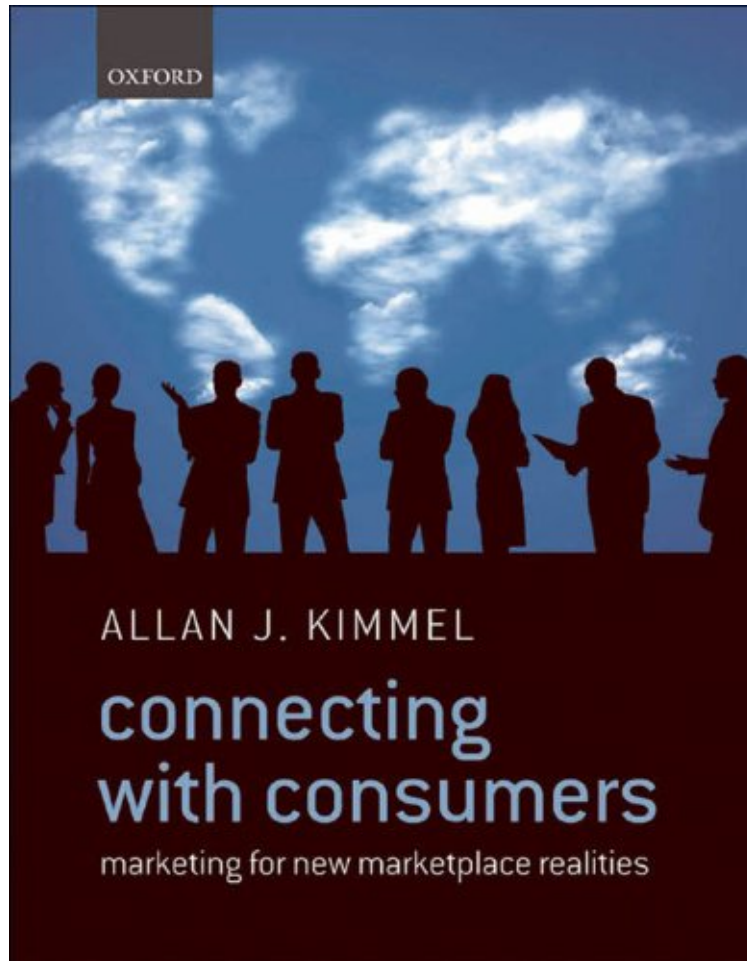


(Get free) Connecting With Consumers: Marketing For New Marketplace Realities

Connecting With Consumers: Marketing For New Marketplace Realities

Allan J. Kimmel

DOC | *audiobook | ebooks | Download PDF | ePub



#2741229 in eBooks 2010-06-03 2010-06-03 File Name: B005WSNTEE | File size: 62.Mb

Allan J. Kimmel : Connecting With Consumers: Marketing For New Marketplace Realities before purchasing it in order to gauge whether or not it would be worth my time, and all praised Connecting With Consumers: Marketing For New Marketplace Realities:

1 of 1 people found the following review helpful. A research-oriented overview of why marketers must adopt social networking technology By Rolf Dobelli While replowing much of the same landscape as other social media marketing guides, this academic treatise offers two appealing, redeeming features: numerous fresh examples of campaigns which illustrate specific tactics and, for the academically inclined, an extensive bibliography of market research papers and articles. Professor of marketing Allan J. Kimmel focuses on how new media change the practice of marketing, but his presentation suffers from repetition and overuse of labels and diagrams. Perhaps this is the byproduct of the deluge of marketing research and new theories that drive the advertising business. getAbstract recommends this well-researched

book to research-driven marketers, academics and marketing researchers.

These are exciting times for business managers and marketing professionals, yet the challenges imposed by ongoing social and technological developments are daunting. In an age in which marketers can reach their audiences with greater facility than ever before, firms have never been less in control of their customer targets. This increasing connectedness of consumers provides a range of unique and promising opportunities for product and brand managers. *Connecting With Consumers* describes the various strategies and techniques that can be utilized to harness consumer influence. The book traces evolving developments in the consumer marketplace, considers their impact on the potential reshaping of the marketing profession, and describes the emerging set of tools that can enable marketers to respond to new marketplace realities. It provides, clear, up-to-date coverage of a number of topics currently on the minds of many: Web 2.0, word of mouth, buzz, the social web, social media metrics, customer engagement, viral and guerrilla marketing. The book critically assesses emerging marketing strategies and tools within the context of research and theory, and provides numerous applied examples to illustrate marketing successes and common pitfalls to avoid. It argues throughout for a more collaborative relationship between companies and consumers towards their mutual benefit. Although the balance of power has shifted to the consumer for each of the various aspects of the marketing process, collaboration is what the future of marketing likely will be all about. Marketers can avoid irrelevance in the face of change, but this will require a clear commitment to connecting with consumers rather than searching for ways to regain control over them. The book challenges marketers to make a choice: embrace the ongoing changes as opportunities for reshaping relationships with consumers, or cling to the past at the risk of becoming irrelevant. This is the book for those who choose the first alternative.

getAbstract recommends this well-researched book to research driven marketers, academics and marketing researchers. * getAbstract * About the Author Allan J. Kimmel is Professor of Marketing at ESCP Europe in Paris. He holds MA and Ph.D. degrees in social psychology from Temple University. He has published extensively on connected marketing and word of mouth, marketing communication, consumer behavior, ethics, deception, and commercial rumors, including three books on research ethics and articles in the *Journal of Consumer Psychology*, *Psychology Marketing*, *American Psychologist*, *Business Horizons*, *The Journal of Behavioral Finance*, *Ethics Behavior*, and *Journal of Marketing Communications*, among others. His recent books include *Rumors and Rumor Control: A Manager's Guide to Understanding and Combatting Rumors* (Lawrence Erlbaum, 2004) and *Marketing Communication: New Approaches, Technologies, and Styles* (OUP, 2005).