

# Marketing in a Digital World

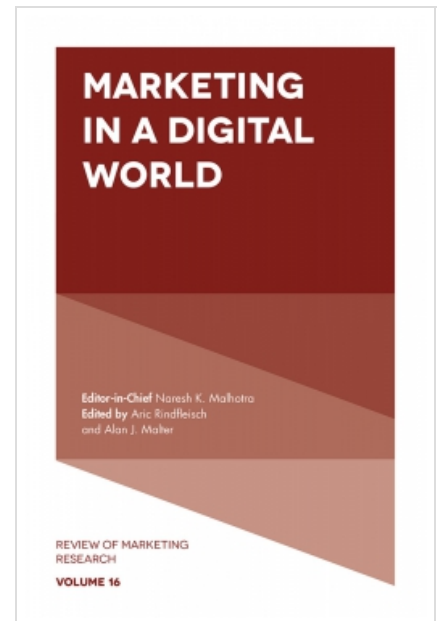
Review of Marketing Research

Aric Rindfleisch

Alan J. Malter

## About the Book

*Marketing in a Digital World* focuses on how the digital revolution has affected the science and practice of marketing. Consisting of nine essays authored by some of the world's leading marketing scholars, this volume of *Review of Marketing Research* is forward-looking and illuminating. The book considers the nature and consequences of a number of important new digital technologies and practices, including human-machine communication, software, mobile marketing, online reviews, big data, 3D printing and a wide range of other digital innovations. Many of these technological developments were completely unanticipated and as such the transformation is still unfolding. Therefore, whilst consumers have largely embraced and actively co-create many of these new innovations, there are also growing concerns about privacy and other adverse effects of digital technology. Each essay provides a thoughtful examination of this rapidly shifting landscape and offers a set of bold ideas regarding its future impact on the foundations of marketing and consumption. The volume is essential reading for both scholars and managers seeking fresh insights into marketing and offers a number of exciting new concepts, propositions and predictions about marketing in the digital world.



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