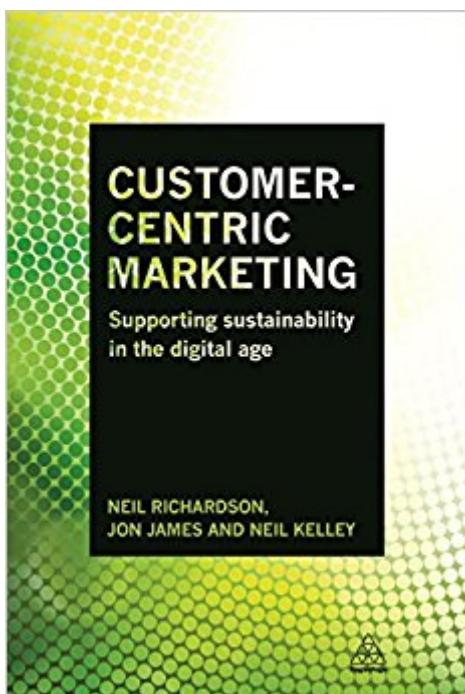


The book was found

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)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,519,306 in Books (See Top 100 in Books) #464 in Books > Business & Money > Processes & Infrastructure > Green Business #1231 in Books > Business & Money > Economics > Sustainable Development #1462 in Books > Business & Money > Marketing & Sales > Customer Service

[Download to continue reading...](#)

Customer-Centric Marketing: Supporting Sustainability in the Digital Age
Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1)
Customer-Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers
The Art of the Message: The Owners Guide to Content Rich, Customer-Centric, Clear, Compelling Copywriting and Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email

Marketing, Content Marketing, Social Media Marketing Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)