

Contemporary Marketing Update

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this book offers knowledge and skills about developing market centric and competition oriented models and illustrates the power of consumers in managing sensitive market interventions through marketing mix strategies innovation and technology applications for competitive markets this updated edition discusses applied marketing concepts in real life situations incorporating new insights on the role of technology in marketing with a particular emphasis on ai and machine learning while also addressing topics related to consumer privacy and data protection it will serve as a valuable resource for researchers interested in marketing in the digital age

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