

The Palgrave Handbook of Interactive Marketing

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920567712&lokasi=lokal>

Abstrak

Interactive marketing, as one of the fastest growing academic fields in contemporary business world, is the multi-directional value creation and mutual-influence marketing process through active customer connection, engagement, participation and interaction. Contemporary interactive marketing has moved beyond the scope of direct marketing or digital marketing, as the market is becoming a forum for conversations and interactions among connected actors or participants in platform ecosystems. The advancement of mobile technology with interactive content and personalized experience makes interactive marketing the new normal in the business world.

This handbook contains the most comprehensive and cutting-edge knowledge in the interactive marketing field. The 41 chapters that are divided into eight sections cover all aspects of contemporary interactive marketing realm, including social media and influencer marketing, big data and machine learning in predictive analytics, mobile marketing and proximity marketing, interactive digital marketing and Omnichannel marketing, AI, VR and AR in business applications. With a focal point on interactive marketing, this handbook takes a multidiscipline perspective, from new technology innovations, social media and platform application, economic and cultural impacts, social and psychological analysis, and management and information system.

This book provides a timely and comprehensive textbook companion and/or course project resource for college educators and students used for variety of graduate and undergraduate marketing courses, such as Digital Marketing, Internet Marketing, Social Media Marketing, New Media Communication, Marketing Analytics and Marketing Management, etc. It offers valuable references for academic researchers who are interesting conducting and publishing in interactive marketing research. The state-of-art review and emerging new trends presented in the book are particularly useful for research idea generation and conceptual development. The book also putts forward insightful guidelines and practical tools for business management in the application of new interactive marketing strategies and applications in the real world practices.

Chapter 41 “Ethical Considerations in Gamified Interactive Marketing Praxis” is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.