



Customer-Centric Marketing: Supporting Sustainability in the Digital Age

By Neil Richardson, Jon L. James, Neil Kelley

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Customer-Centric Marketing: Supporting Sustainability in the Digital Age, Neil Richardson, Jon L. James, Neil Kelley, Two of the major parallel challenges facing businesses today are how to adapt to the changes of fast-paced, fragmenting markets and how to grow a business whilst engaging in recognisably sustainable practices. It is not enough to just be sustainable, it is about communicating it and getting the customer involved in the message. Customer-Centric Marketing shows readers how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better professional relationships and increased effectiveness. Ideal for senior marketing professionals and students on digital marketing or marketing strategy modules who wish to utilise the benefits of sustainable development and forms of digital marketing, this accessible and straight to-the-point book uses case studies to show how the marketing theories and tools work in actual business scenarios. Customer-Centric Marketing covers contemporary issues such as the increasing use of mobile, QR codes and social network sites for consumers interested in ethical, environmental and sustainable marketing.



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