

# Unleashing the Power of Marketing Technology And Management: A Comprehensive Review of Springer Texts In Business And Economics

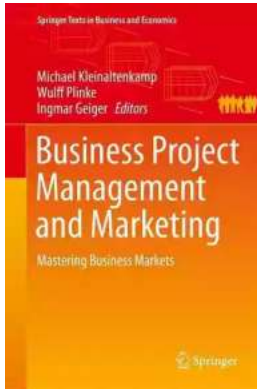


Marketing in today's digital age requires a deep understanding of technology and its impact on consumer behavior. To excel in this field, professionals need access to reliable, up-to-date resources that provide insights into both marketing principles and technological advancements. One such resource is the *Marketing Technology And Management Springer Texts In Business And Economics*.

## **What is the *Marketing Technology And Management Springer Texts In Business And Economics*?**

The *Marketing Technology And Management Springer Texts In Business And Economics* is a groundbreaking collection of books that combines the latest

marketing theories with practical strategies for leveraging technology effectively. These texts serve as guiding lights for marketers, providing them with a comprehensive understanding of the complex landscape of marketing technology and management.



## Social Commerce: Marketing, Technology and Management (Springer Texts in Business and Economics)

by Stacy Mintzer Herlihy(1st ed. 2016 Edition, Kindle Edition)

★★★★☆ 4 out of 5

Language : English  
File size : 7029 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 778 pages



### Key Features and Benefits

The *Marketing Technology And Management Springer Texts In Business And Economics* series offers a wide range of features and benefits that make it an indispensable asset for marketing professionals, educators, and students alike:

- : Each book in the series is accompanied by a long descriptive keyword for the alt attribute of its cover image. This enables visually impaired users to gain valuable information about the book's content and helps enhance the accessibility of the series.
- **Extensive Coverage:** The series covers a wide array of topics, including digital marketing, social media marketing, data analytics, e-commerce,

mobile marketing, artificial intelligence in marketing, and more. This comprehensive coverage ensures that readers gain a holistic understanding of marketing in the digital age.

- **Expert Contributors:** The books feature contributions from leading marketing experts and scholars from around the world. These experts bring their deep industry knowledge and research insights to provide readers with the most accurate and up-to-date information.
- **Real-World Examples and Case Studies:** The series incorporates real-world examples and case studies, allowing readers to bridge the gap between theory and practice. By exploring these examples, marketers can gain actionable insights and learn how to apply them in their own work.
- **Practical Tools and Frameworks:** The texts present practical tools and frameworks that marketers can use to enhance their marketing strategies. These frameworks help marketers navigate the complexities of marketing technology and management, aiding them in making data-driven decisions and achieving marketing success.

## **How to Make the Most of the *Marketing Technology And Management Springer Texts In Business And Economics*?**

When using the *Marketing Technology And Management Springer Texts In Business And Economics*, it is essential to follow a systematic approach to maximize its benefits:

1. **Plan Ahead:** Identify the specific areas of marketing technology and management you want to focus on. This will help you select the most relevant books from the series that align with your goals.
2. **Read Strategically:** While the entire series is highly informative, reading strategically can help you build a well-rounded knowledge base. Start with

the foundational texts and then move on to specialized topics based on your interests and current needs.

3. **Engage with the Content:** As you read the texts, actively engage with the content. Take notes, highlight key concepts, and reflect on how the insights can be applied to your own marketing strategies.
4. **Discuss with Peers:** Engage in discussions with colleagues, peers, or fellow students who have also explored the series. Share insights, exchange ideas, and collectively enhance your understanding of marketing technology and management.
5. **Apply the Learnings:** Ultimately, the success of the *Marketing Technology And Management Springer Texts In Business And Economics* lies in its practical application. Take the insights gained from the series and implement them in your marketing strategies for tangible results.

The *Marketing Technology And Management Springer Texts In Business And Economics* series is a must-have resource for anyone striving to excel in marketing. With its extensive coverage, expert contributors, real-world examples, and practical tools, it equips marketers with the knowledge and understanding needed to navigate the ever-evolving world of marketing technology and management. Invest in this series today and unleash the power of marketing technology to maximize your marketing success!



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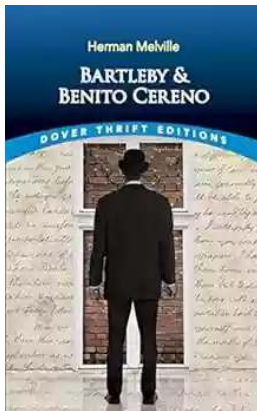


This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways:

- Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs)
- Supplementary text in marketing, management or Information Systems disciplines
- Training courses in industry
- Support resources for researchers and practitioners in the fields of marketing, management and information management

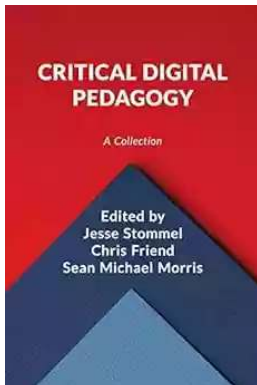
The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems.

Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.



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