



ASCOTT LLC

Marketing Management: Consumer Behaviors and Contemporary Attitudes

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Synopsis

A global report with regards to omni-channel communication internationally. Corporate communications and consumer attitudes are an ever-changing landscape. As the media channels are expanding far from the traditional billboard and television adds into numerous social networks, news feeds, streaming platforms, and the ever-shifting world of the internet, it is very likely that corporations that lag behind will lose access to their customers and run out of ways to reach them. Simply “putting up a Facebook page” doesn’t do the trick anymore when it comes to being ahead of the curve – not even close.

Our guide comprises of case studies in various countries discussing matters of advertising, marketing, digital communications, and omni-channel presence of brands. Within the parts of this volume you will find all you need to know about the ever-shifting consumer attitudes and how to stay on par with your clientele’s needs. It will help you understand the way the ground shifts, and better plant your feet in the market and stay relevant.

Digital Marketing is no longer a “corporate buzzword” that young people use. It is the way the game will be played in the years to come. And we all need to learn how to play if we want to stay in it.





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