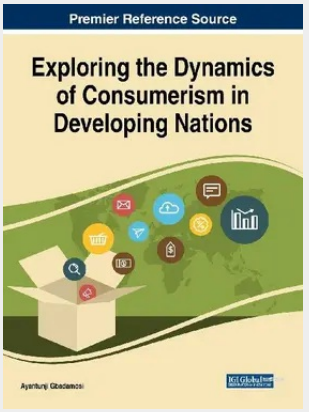
Business Science Reference

Exploring the Dynamics of Consumerism in Developing Nations

As developing nations consume more goods, their relevance in the global marketplace increases. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

As developing nations increase their consumption rate, their relevance in the global marketplace grows. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.



228,20 €
228,20 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781522579069
Medium: Buch
ISBN: 978-1-5225-7906-9
Verlag: Business Science Reference
Erscheinungstermin: 03.12.2018
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2018
Produktform: Gebunden
Gewicht: 1325 g
Seiten: 330
Format (B x H): 221 x 286 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)