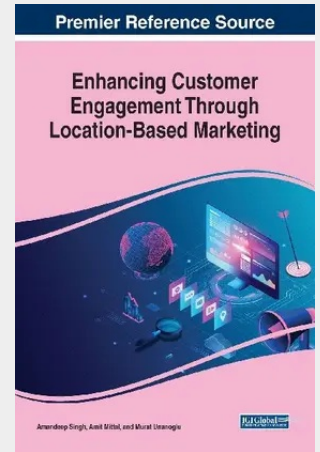


Enhancing Customer Engagement Through Location-Based Marketing

Proponents applaud location-based advertising as a way to bridge the gap between online and physical customer experiences and promote impulse purchases. Skeptics question whether location-based marketing (LBM) will cause consumer burn-out and violate consumer privacy if the data that is gathered through LBM is not used, shared, protected, and stored properly. Companies engaging in LBM should take measures to ensure customer privacy through stringent opt-in policies and security safeguards. Enhancing Customer Engagement Through Location-Based Marketing presents the main techniques of geo-marketing, introduces the idea of a "geo-marketing mix," and develops the mobile marketing concept based on geolocation techniques. Covering key topics such as data management, augmented location, and mobile targeting, this premier reference source is ideal for business owners, entrepreneurs, managers, marketers, policymakers, researchers, academicians, practitioners, scholars, instructors, and students.

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254,50 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781668481776

Medium: Buch

ISBN: 978-1-6684-8177-6

Verlag: IGI Global

Erscheinungstermin: 07.03.2023

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2023

Produktform: Gebunden

Gewicht: 821 g

Seiten: 310

Format (B x H): 183 x 260 mm

