As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies.

Cases on Consumer-Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

Topics Covered:
- Cloud Computing
- Consumer Behavior
- Customer Relationship Management
- Customer-Focused Organizations
- Internal Marketing
- Marketing Analytics
- Relationship Marketing

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.
Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: ________________________________

Name on Card: _______________________________________

Account #: ____________________________________________

Expiration Date: ______________________________________