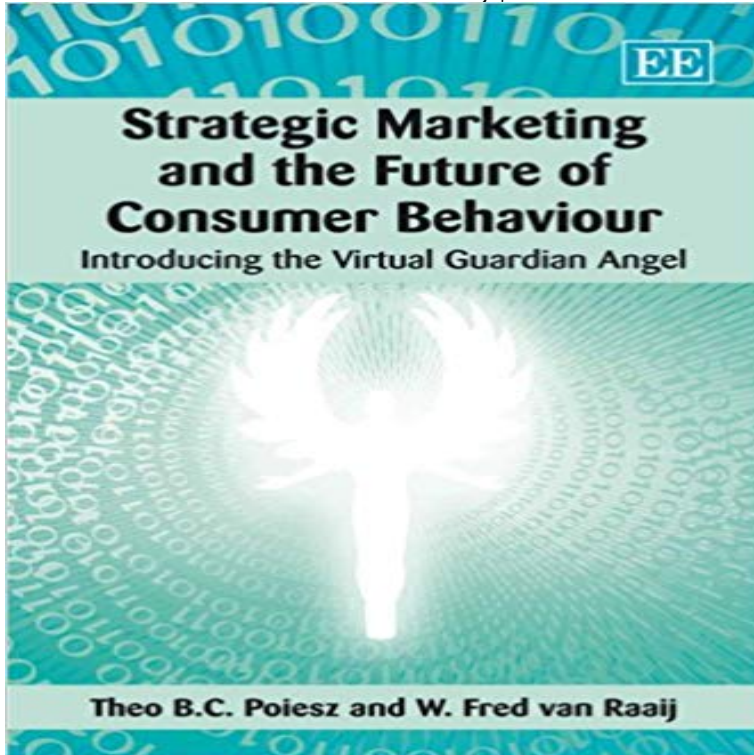


Strategic Marketing and the Future of Consumer Behaviour: Introducing the Virtual Guardian Angel



The authors of this book reconsider the dominant marketing paradigm in the context of a contemporary market in which marketing developments increasingly restrict the effectiveness of marketing activities. Consumers are thus overloaded with products, services, channels and information, but fail to grasp the differential value of the commercial offers being made. Theo B.C. Poiesz and W. Fred van Raaij develop a new marketing perspective that differs dramatically from the current concept. They do this via the extrapolation and combination of several major trends: the formation of product and service packages, the development of long-term relationships, the increasing focus on individualization, and technological developments. The book introduces the Virtual Guardian Angel, a system that can assist buyers, both in consumer and industrial markets, in making purchase and consumption decisions, incorporating the long-term consequences and integrating the formerly separate decisions. It will affect the structure and functioning of markets and will require companies to consider new strategic options. The new marketing paradigm questions the definition and relevance of a number of well-known marketing concepts such as innovation, communication, and distribution, and consumer concepts such as needs, satisfaction, and loyalty. Providing a critical view on new synergies in present-day marketing practices, this book will be invaluable to those interested in marketing strategy and consumer behaviour, including scholars of marketing and business management, and marketing practitioners.

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