

Consumer Behavior

T E N T H E D I T I O N



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Schiffman And Kanuk Consumer Behaviour Tenth Edition

Karl Moore, Niketh Pareek



Schiffman And Kanuk Consumer Behaviour Tenth Edition:

Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, Joseph Wisenblit, 2010 Taking a market segmentation approach this latest edition of a respected text carefully balances consumer behaviour concepts research and applied marketing examples

Consumer Behaviour And Branding: Concepts, Readings And Cases-The Indian Context S. Ramesh Kumar, 2009-09 India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study This book focuses on the behavioural principles of marketing and its application to branding in the Indian context Consumer behaviour concepts associated with branding A combination of recent and traditional examples reflecting the application of behavioural concepts Touch of reality boxes to indicate context based examples Caselets and cases drawn from real life situations Research findings associated with the Indian context Topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding

Consumer Behaviour Leon Schiffman, Aron O'Cass, Angela Paladino, Jamie Carlson, 2013-10-15 A trusted resource for Consumer Behaviour theory and practice Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning development and implementation of effective marketing strategies In a clear and logical fashion the authors explain consumer behaviour theory and practice the use and importance of consumer research and how social and cultural factors influence consumer decision making The sixth edition of this Australian text provides expanded coverage of contemporary topics

Psychology and Work Today, 10th Edition Duane P. Schultz, Sydney Ellen Schultz, 2020-07-24 For undergraduate level courses in Industrial and Organizational Psychology Business Psychology Personnel Psychology and Applied Psychology Psychology and Work Today provides an invaluable foundation for anyone entering today's global business and industrial world This informative sophisticated and entertaining text teaches students about the nature of work in modern society By focusing on the practical and applied rather than the scientific ideal the authors demonstrate how industrial organizational psychology directly impacts our lives as job applicants trainees employees managers and consumers

InTraders 2019: Academic studies in social, human and administrative sciences Hakan Murat ARSLAN, Adriana BURLEA-SCHIOPOIU, Liza ALILI SULEJMANI, 2020-01-29 The present study is an analysis of the connections established between the intercultural phenomenon and trade Both intercultural contacts and commerce appeared and developed due to humans mobility and their basis was exchange either spiritual or material Since the dawn of history people travelled a lot and exchanged knowledge and goods for instance silk was brought to Europe by two Byzantine monks from China in 550 C E so travel generated interculturality and trade Intercultural contacts can be positive trade for example or negative wars One can say that interculturality is a trait of the human species Many innovations in different fields spread due to intercultural exchange

globalisation is also based on cross cultural or intercultural contacts The Industrial Revolution and colonialism represented the main causes of the intensification of intercultural contacts which generated an increase in international trade In contemporary human society this kind of relationships is essential for development in any activity field The globalised trade in nowadays world was generated by interculturality and World Trade Organization was founded to facilitate it and to create an international network the technological evolution and the modern means of transport enhanced the relations between different cultures Interculturality is an umbrella concept covering a diversity of domains communication religion education anthropology literature etc In this paper we try to answer to the following question How can interculturality influence trade or vice versa by pointing out the main aspects of the analysed phenomena and their links To accomplish this task we shall make use of the historical method and imagology

Introduction to Marketing Johan Botha, Cornelius Bothma, Annekie Brink, 2005-09 With a full explanation on the basic principles of marketing this guidebook helps readers answer such questions as What is marketing What is a marketing forecast and What is the best way to conduct market research Written by professionals for students and entrepreneurs this text also features international case studies numerous up to date examples of the latest developments and trends in marketing and tried and tested information that helps students learn

Marketing: The Basics (second Edition) Karl Moore, Niketh Pareek, 2009-12-04 a punchy stripped down version of what marketing is all about The Times Higher Education Supplement If you have a product you re looking to market or you re seeking to learn more about the potential of online marketing Marketing The Basics tells you everything you need to know about the techniques marketers use to push their product to the tipping point The essentials of e commerce are explored and explained along side more traditional marketing approaches in this revised and updated new edition This book Explains the fundamentals of marketing and useful concepts such as the Long Tail Includes an international range of topical case studies such as Obama s presidential campaign Facebook and Google Also includes a glossary of terms guides to further reading and critical questions to assist further thinking and study This lively and user friendly introduction is perfect for professionals seeking to learn more about subject and recommended for sixth form first year undergraduate and MBA students

An Empirical Research on Customer Satisfaction towards Various Services Dr. R. Chandrasekaran, 2025-05-15 Empirical Research on Customer Satisfaction Towards Various Services is an insightful academic and practical resource that explores customer satisfaction through the lens of empirical investigation It focuses on how satisfaction levels vary across service industries by collecting and analyzing primary data using statistical tools and research methodologies This book is designed for researchers academicians practitioners and students seeking a deep understanding of the dynamics that influence consumer satisfaction in diverse service environments Customer Satisfaction Towards Various Services is a comprehensive exploration into one of the most crucial aspects of modern business strategy customer satisfaction This book examines how customer expectations experiences and perceptions shape their satisfaction levels across different service industries

including banking healthcare hospitality telecommunications education FMCG and e commerce The book delves into the theoretical foundations of customer satisfaction drawing upon established models such as SERVQUAL the Expectation Confirmation Theory through a combination of literature reviews case studies and primary research data the author s present a comparative analysis of how service quality responsiveness reliability empathy and customer engagement influence satisfaction in each sector

Service And Operations Management Cengiz Haksever, Barry Render, 2017-12-26 The purpose of this book is to provide cutting edge information on service management such as the role services play in an economy service strategy ethical issues in services and service supply chains It also covers basic topics of operations management including linear and goal programming project management inventory management and forecasting This book takes a multidisciplinary approach to services and operational management challenges it draws upon the theory and practice in many fields of study such as economics management science statistics psychology sociology ethics and technology to name a few It contains chapters most textbooks do not include such as ethics management of public and non profit service organizations productivity and measurement of performance routing and scheduling of service vehicles An Instructor s Solutions Manual is available upon request for all instructors who adopt this book as a course text Please send your request to sales wspc com

Basics of Marketing Management Pooja Deshmukh, 2023-01-13 In the era of exponential advancement in technology and increasing globalization marketing professionals need to run a neck to neck race with their competitors to gain and maintain a complete advantage Marketing students and professionals need to learn the skills of marketing as applicable to this intense competitive environment However only a few marketing management books truly capture and explain the concepts of marketing in an easily understandable and crisp manner This book has been written to present the basics in a very lucid manner It covers topics that are vital for the fundamental understanding of marketing The contents of this book cover the curriculum applicable in a large number of universities at the UG and PG levels Some case studies have been included for illustrating the application of the concepts of marketing

Debates on Media & Communication studies Emrah Doğan, Nuran Oze, 2019-10-01 The purpose of this book is to understand how new technologies change media and communication The rapid change in technology has affected public space interpersonal relations social media marketing and marketing strategies cinema and gender relations This change in media and communication has created some challenges but also created opportunities Today communication and media studies seek to understand these opportunities and challenges In this context the first chapter of this book covers topics related to the representation of feminism and death in cinema electronic culture the psycho political economy of new media and news production processes The second part of the book includes interpersonal relations the third part is about social and new media the fourth part is about marketing and advertising and the last part is about gender and communication

Social Entrepreneurship and Social Enterprise Phenomenon: Antecedents, Processes, Impact across Cultures and Contexts Marzena

Starnawska, Agnieszka Brzozowska, 2018 Social entrepreneurship³ as a field of research has gained enormous interest of academics in management and entrepreneurship literature for almost 30 years now. Also scholars in other intellectual domains like economics, finance, marketing, political science, sociology and few others have found it fascinating. As a term it is common in public discourses and has found interest among policy makers, corporations, media, different groups of practitioners and professionals. As a phenomenon it is not new although the SE term has been only recently coined. Banks 1972, Drucker 1979. For far more than two centuries great individuals and groups have tried to tackle the societal challenges using economic means such as the Rochdale Pioneers who inspired cooperative ideals and Florence Nightingale, an English nurse and social activist who changed the patient care landscape. Nicholls 2006. Many of the ventures and actions of social initiatives can be traced to the earlier medieval or even ancient times. Today social initiatives and social enterprise have emerged in particular countries and regions as a result of their historical institutional trajectories and social enterprise landscape. ZOO Young, Mair, Starnawska 2016a. Most research is descriptive and not contextualized in theory. Dacin, Dacin, Tracey, Sharir, Weerawardena, Leadbeater 1997. Also organizational level studies lead to confusion. As mentioned earlier there are various SE operation models specific for particular countries and regions determined by historical and institutional trajectories. Defourny, Ciepielewska, Kowalik, Pieli ski, Starnawska, Dacin et al 2011. Short Moss, Starnawska 2017. The focus on the concept of a social entrepreneur as an institutional agent is in line with the structure agency debate and provides opportunities for discussion on the transformative change the potential of SE. The institutional and social capital approaches provide arguments for more engagement of the academic community to employ more interpretivist lenses through social constructionist approaches which requires more in depth and more longitudinal data collection and analysis with more qualitative approaches to study the complex and contextual phenomenon of SE. Starnawska 2016b, 2018. Research streams in social entrepreneurship and social enterprise. There are two streams of thought in the current SE research field which are not explicitly distinguished by the academic community. There is a growing pressure to make it a distinct and legitimate field of inquiry. Nicholls 2010 finds SE as at a pre paradigmatic stage and therefore the SE field of research and practice is undergoing a process of maturation. Nicolopoulou 2014. Other researchers seem not to follow this way of thinking and do not regard the SE field as a domain of its own right with its own theories. Dacin, Dacin, Defourny, Nicolopoulou 2014 and reflect entrepreneurship approaches dominant in the mainstream literature. A lot of this discussion is generated thanks to the Ashoka Foundation promoting its fellows and similar other foundations promoting the discourse on individual change makers. Bornstein 2004. In this area there is intense academic work referring to SE social entrepreneurship. The second school on earned income emphasizes the capability of social enterprise to achieve social aims through earned income. This approach also has roots in America where in the late 80 s there was a need for non profit organizations to generate revenues to realize their own social mission and to survive in the market at the same time. Dees, Nicolopoulou 2014. There is no agreement on the

domain field of research boundaries and definitions Short Moss Dacin Dacin Peredo as different institutional and entrepreneurial solutions to social needs The findings show how Misericordia employs these strategies The contribution of this paper is a conceptual framework on the bricolage approach in addressing emerging social needs The paper deepens our understanding of possible applications of the bricolage concept in SE studies It broadens the literature on entrepreneurship and in particular SE working with the application of a bricolage approach The second paper by Tanja Collavo 2018 Unpacking social entrepreneurship Exploring the definition chaos and its consequences in England focuses on the organizational level factors determining definitional confusion in SE and social enterprise Also the paper aims to explore what the consequences of this state of the art are for social entrepreneurs social investors social enterprises and policy makers The study setting is England where the SE sector has had a long tradition and has been subject to influences from different actors and organizations in the USA and the EU The author makes efforts to empirically find out what the long term effects of this definitional diversity are on multiple stakeholders The paper uses an exploratory case study approach where England is treated as a case For this purpose the author analyses historical secondary data taken from the period 1995 2016 including archival data such as newspapers magazines academic papers reports produced by government and national think tanks to trace the development of the sector in England and factors leading to the current definitional debate This historical approach is further employed in a complementary analysis of archives and content from 69 archived interviews held with different stakeholders from the sector such as employees of sector intermediaries representatives of charities social entrepreneurs academics and representatives of businesses The findings help the author to outline three dominant schools of thought in practitioner s discourse one school on social enterprises as businesses another on social entrepreneurs as innovators and the last as a community related phenomenon These are in line with the 3 schools of thought suggested in the literature on social enterprise Defourny Teasdale 2012 In further findings the author resumes 3 categories of opinions on how the definitional debate impacts the sector For some this debate brings opportunities as it generates inclusiveness and interest in social enterprise For others it is a negative phenomenon as it generates disagreements in the sector hardens access to funding and creates confusion in making public policies The study shows that the definitional debate in England raises discussions in practice and shows that research and practice face similar challenges The next paper by Huei Ching Liu Ching Yin Ip and Chaoyun Liang 2018 A new runway for journalists On the intentions of journalists to start social enterprises focuses on the entrepreneurial intentions of present and former journalists towards starting a social enterprise The authors set their hypotheses in the context of the similarities between entrepreneurs and journalists and analyze how personal traits creativity and social capital determine the entrepreneurial intentions of journalists Their research is based on an on line survey run in social media groups for journalists and covers valid answers from a sample of 401 participants The findings show no significant influence of personality traits and the authors explain that this is due to the construction of the research

hypotheses based on classic entrepreneurship literature Another important finding is that creativity and bridging social capital has a positive significant influence on social entrepreneurial intentions The latter is an essential message as creativity is vital in overcoming the institutional barriers Dacin et al 2010 that SE faces Also social capital is an important element in SE development which itself is more strongly emphasized in SE literature recognizing the role of stakeholders in social enterprise and a strong pronouncement of embeddedness of social enterprise in a social context The study throws light on social entrepreneurial intentions among journalists whom themselves constitute an interesting population Assigning the role of social entrepreneurs to journalists leads to advocacy functions for many societal challenges It can influence social impact thanks to potentially higher media coverage of social issues Although the main findings are in line with the mainstream literature on entrepreneurial intentions towards conventional entrepreneurship the subject and setting of the study in Taiwan is a very inspiring and interesting context when discussing who social entrepreneurs are The last paper by Katarzyna Bachnik and Justyna Szumniak Samolej 2018 Social initiatives in food consumption and distribution as part of sustainable consumption and sharing economy aims to describe and characterize social initiatives in food consumption and distribution in Poland They present their study on the purposive sample of social initiatives in food consumption and the distribution area In particular reference is made to goals operating models ways of acting and their linkages to sustainable consumption and sharing economy Four mini cases of social initiatives in this area established between 2013 2016 and located in two main cities in Poland Cracow and Warsaw are purposively chosen as the subject of the study These initiatives are chosen in accordance with sustainability and sharing economy criteria presented in the paper The authors use existing secondary data together with related social media and website content material for the case analysis The described social ventures are grass roots initiatives resulting from the bottom up activity of individuals and groups The key findings of this paper show a variety in their organizational and legal forms varying from an initiative undertaken by volunteers a project undertaken by students to an informal group that set up a non profit organization Also the evidence shows diverse linkages to sustainable consumption and sharing economy across the mini cases These are involved in purchases of healthy food promotion of responsible food consumption being sensitive to food waste issues motivations to care for the greater good and for nature and for others The sharing economy dimension is visible not only through sharing food with others but also sharing on the level of building trust and community The authors plan to undertake a study of organizational and individual behaviors in further quantitative research followed by in depth interviews with representatives of initiatives in sustainable consumption and sharing economy to provide more generalizable conclusions Their mini case study of secondary data shows the urging need for more empirical wider scale studies However it needs to be emphasized that many of these initiatives are novel ones and reflect new social movements and are not significant in numbers Therefore it comes as no surprise why some research on social enterprise is still anecdotal and SE organizations and ventures are slowly occupying the SE landscape in Poland i e

moving towards a variety of sustainability and responsibility related initiatives beyond a pure welfare focus. When in western European countries social cooperative enterprise initiatives have become quite abundant representing new movements in food, environmental, cultural, educational spheres in many central and eastern European countries, the rebirth of civil society into social initiatives and social enterprise needs more time for development. Ravensburg Lang Poledrini, employing the analysis of historical data, the ongoing need of case and small scale studies of SE ventures and organizations in contexts where the SE phenomenon is not common, the potential of large scale studies on individuals and their social entrepreneurial intentions and the strong potential in the qualitative content analysis of practitioners' discourses as a methodological tool in studying the SE phenomenon. In their work Zollo, Rialti, Ciappei and Boccardi (2018) propose a theoretical framework encompassing the typology of social bricolage depending on social needs and the institutions entrepreneurs cope with and depending on entrepreneurial and institutional solutions to these social needs. This framework is studied in exploratory longitudinal case analysis. This study has relevance for SE researchers as it provides a systematic overview of social bricolage approaches to emerging social needs. The chosen exploratory retrospective approach is also a valuable example of how archival data can be employed in a complementary manner with current primary data while studying social enterprise with long traditions. For further research it is required to validate the proposed framework in other SE organizations and to study the assumption that bricolage is a significant opportunity for social entrepreneurs to address emergent social needs. This paper also works as an exemplary work of retrospective longitudinal studies on SE organizations. The arguments put forward by Hockerts and W. Stenhagen (2010) regarding the need for such studies may refer to work on historical and current data as well. Covallo (2018) shows how qualitative analysis of existing secondary data can contribute to the understanding of the complexity of SE. This methodological approach is rather uncommon and it shows that analyses of current texts of narratives, discourses and rhetoric can provide a deeper understanding of the SE phenomenon as socially constructed. This can also show the power and interplays between a variety of institutional actors. Nicholls (2010) A new stream of literature is emerging and this work is an exemplary example of how narrations of social enterprise can shape SE culture. For tracing the nature of the SE phenomenon, narratives from different actors could be heard to understand the complexity of the studied subject. In this sense the recognition of practitioners' voices broadens the spectrum of studied populations. It is of particular importance as social enterprise has not been legally framed in many institutional country contexts. For many countries social enterprise models have been recognized. Defourny and Nyssens (2013) but Covallo (2018) takes a parallel step to analyze practitioners and other stakeholders' discourses on what social enterprise is. Additionally T. Covallo's work serves as an exciting example of how qualitative content data analysis can be employed in future studies in the light of the scarcity of widely available data on SE and interesting and valuable findings can be generated thanks to the existing discourses and narratives. The research of Liu, Ip and Liang (2018) confirms existing mainstream literature on conventional entrepreneurship. Their evidence from the

journalist community in Taiwan shows that personal traits have no significant impact upon social entrepreneurial intentions. However, creativity and bridging social capital are recognized as significant variables. The research is of particular interest as it does not refer to entrepreneurial intentions among students or graduates or general populations but is limited to the population of active and former journalists. Further research could potentially explain social entrepreneurial intentions in other professions and be next stage research leading to comparative analyses. The results of this research show the importance of bridging social capital which has practical implications at policy and practitioner level. To extend the SE community, other professional groups can become more and more involved in the societal challenges which in the end can lead to higher start up rates of social enterprises but also strengthen many of them with professional expertise. The findings also confirm the need to employ more network related theories for SE future studies. Bachnik and Szumniak Sulej 2018 provide insights into Polish social initiatives in food consumption and distribution against the background of the understudied nature of the phenomenon. The authors select a purposive sample of diverse cases of such initiatives and provide a descriptive overview of their goals, organization and links with sustainable consumption and sharing economy. The paper works as exemplary evidence that the majority of social venture studies are based on small samples of anecdotal evidence as highlighted at the beginning of the paper. Therefore, having based their research on secondary data, the authors call for further research including primary data collection and more longitudinal observation. As these initiatives are still novel and grass roots ventures, further qualitative and exploratory approaches would be required. As the authors claim, the responsible consumption and sharing economy have become very popular in digital community and consumer attitudes have a significant impact upon the sustainability of such initiatives. The work presented in this issue confirms the need for more insightful qualitative studies set in varied institutional contexts and at the same time for more large scale studies on populations of nascent or existing social entrepreneurs or social enterprises. In the case of the former, more constructivist and network related approaches can be of further value. Starnawska 2016a, 2018. In the case of the latter, researchers from different institutional contexts could make attempts at setting the foundations of comparative studies across countries, e.g. Ravensburg et al 2017, but on large social enterprise populations. Also, with the growing legitimacy of SE in an educational setting, Starnawska 2018, there lies great potential in evaluating social entrepreneurial attitudes among students and graduates and other populations such as different professions. In parallel, the work presented in this issue shows excellent opportunities in analyzing historical data since SE is not a novel phenomenon.

Contemporary Strategic Marketing Ross Brennan, Paul Baines, Paul Garneau, 2007-10-12. An extremely fluent and effective text designed to be a complete resource for single semester modules. This new edition has a unique combination of text, case studies. The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory. Also available is a companion website with extra features to accompany the text. Please take a look by clicking below: <http://www.palgrave.com/business/brennan>

Contemporary Trends in Marketing Aarti Saini,Justin Paul,Satyanarayana Parayitam,2023-08-22 This edited volume explores marketing in the Post COVID world and the significant changes that have recently hit the markets It examines the newly emerging paradigms due to shifts in consumer behaviour and market responses arising from the COVID 19 crisis The global pandemic has brought a paradigmatic change in consumer behaviour and unravelled several resilient strategies formulated and implemented by organizations to restore normalcy This book focuses on long term goals and survival strategies which can be co created with customers Organized into seven themes this volume will critique and connect the meaning of the new normal in marketing and topics such as the future of markets post pandemic consumer behaviour and new marketing strategies

Consumer Behaviour in Asia Hellmut Schütte,Deanna Ciarlante,2016-07-27 Success in the Asian market is crucial to many firms Yet many marketing strategies are based on a western perspective of what consumers want and respond to In Consumer Behaviour in Asia the authors argue that Asian culture is so fundamentally different to Western Culture that existing consumer behaviour concepts cannot be applied to Asian consumers In this book the authors outline and explain these differences and put forward modifications to many well known consumer behaviour concepts Consumer Behaviour in Asia shows how firms need to modify their marketing strategies in such areas as segmentation positioning and the marketing mix in order to successfully penetrate these markets

Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources,2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing

Services Marketing: Text and Cases, 2/e Harsh V. Verma,2012

Competitive Social Media Marketing Strategies Ozuem, Wilson,2016-02-02 Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers To achieve this goal companies must utilize current digital tools to create a strong online presence Competitive Social Media Marketing Strategies presents a critical examination on the integration of social networking platforms into business tactics and the challenges presented by consumers use of these online communities Highlighting pivotal issues such as brand management customer loyalty and online services this publication is a pivotal reference source for business managers professionals advanced level students and consultants interested in the latest research on the use of digital media tools for business opportunities

Entrepreneurship Marketing Sonny Nwankwo,Ayantunji Gbadamosi,2020-02-26 Small and medium sized enterprises SMEs dominate the market in terms of sheer number of organisations yet scholarly resource materials to assist in honing

skills and competencies have not kept pace This well renowned textbook guides students through the complexities of entrepreneurship from the unique perspective of marketing in SME contexts providing a clear grounding in the principles practices strategies challenges and opportunities faced by businesses today SMEs now need to step up to the terrain of mobile marketing and consumer generated marketing and utilise social media marketing tools Similarly the activities of various stakeholders in SME businesses like start up accelerators business incubators and crowdfunding have now gained more prominence in SME activities This second edition advances grounds covered in the earlier edition and has been fully updated to reflect this new dynamic business landscape Updates include A consideration of social media imperatives on SME marketing Discussion of forms of capital formation and deployment for marketing effectiveness including crowdfunding Updated international case studies drawn from diverse backgrounds Hands on practical explorations based on real life tasks to encourage deeper understanding This book is perfect for students studying SMEs Marketing and Enterprise at both advanced undergraduate and postgraduate levels as well as professionals looking to obtain the required knowledge to operate their businesses in this increasingly complex and turbulent marketing environment

Managing Social Media Practices in the Digital Economy Alavi, Shirin,Ahuja, Vandana,2019-12-27 Social media platforms are powerful tools that can help organizations to gather user preferences and build profiles of consumers These sites add value to business activities including market research co creation new product development and brand and customer management Understanding and correctly incorporating these tools into daily business operations is essential for organizational success Managing Social Media Practices in the Digital Economy is an essential reference source that facilitates an understanding of diverse social media tools and platforms and their impact on society business and the economy and illustrates how online communities can benefit the domains of marketing finance and information technology Featuring research on topics such as mobile technology service quality and consumer engagement this book is ideally designed for managers managing directors executives marketers industry professionals social media analysts academicians researchers and students

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