

# MARKETING

ZFP – Journal of Research and Management

Jacqueline Schmidt, Sascha Alavi,  
Jan Wieseke, and Johannes Habel  
**Negative Moral Stereotypes of Managers:  
Antecedents, Consequences, and  
Boundary Conditions**

Franziska Frank and Johannes Habel  
**Mind the Anchor: Mindfulness  
Strengthens Anchoring Bias in Marketing  
Negotiations**

Annika Wagner, Franz Molnar, and  
Michelle Khanh Phan  
**Among the Stars: A Text-Based Approach  
to Analyzing Online Customer Experience**

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# Die Top-Ten der Zukunftsthemen im Marketing.



Stumpf  
**Die 10 wichtigsten Zukunftsthemen  
im Marketing**

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## Aktuelle Trends

In Zeiten der Künstlichen Intelligenz (KI), der Digitalisierung und disruptiven Innovationen verschwinden Trends und Buzzwords im Marketing oft genauso schnell, wie sie entstanden sind. Dieses Buch hilft, deren Relevanz besser bestimmen zu können, und beleuchtet die Trends, die zukünftig zum Marketing-Pflichtprogramm gehören werden. Namhafte Expertinnen und Experten bringen die Top-Themen auf den Punkt und liefern einen Überblick über relevantes Grundwissen sowie praxisorientierte Handlungsempfehlungen für eine erfolgreiche Umsetzung.

## Die Schwerpunkte

- Purpose im Marketing
- Green Marketing
- Retail Media
- Social Commerce
- D2C-Marketing
- Performance Marketing
- Künstliche Intelligenz (KI)
- Growth Hacking
- Agiles Marketing
- Customer Experience

”

*Dies sind die zentralen Marketingthemen, mit denen sich ein Marketeer heute und in Zukunft beschäftigen muss.*«

Claudio Montanini, Präsident des Bundesverbands Marketing Clubs e.V.

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