

MARKETING

ZFP – Journal of Research and Management

Silvan Burri, Sascha Steinmann, and
Dirk Morschett

**Improving or Enhancing the Self?
Beliefs About Body Shape Malleability
Influence Consumer Product Evaluation
and Preference**

Reinhard E. Kunz, Christian Zabel,
Alexander Roth, and Sebastian Cramer
**Beyond Immersion: Multidimensional
Construction and Measurement of the
Service Value Concept in Germany's
Virtual Reality Gaming Service Ecosystem**

Dominik Ebinger and Marc Wouters
**Understanding and enhancing price
fairness perceptions of value-based
pricing**

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Die Top-Ten der Zukunftsthemen im Marketing.



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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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