

## Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

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### Abstrak

Marketing is one of the most optimistic business disciplines with the goal of serving consumers or organizations and increasing customer satisfaction and happiness. The COVID-19 pandemic has disrupted the optimism of the world, thus hindering these marketing goals. This book explore the challenges faced by marketers during and post-COVID-19 and offers strategies for marketers to invoke a sense of optimism as the world enters the “new normal”. It provides success stories and regional case studies to offer marketers new ways in which to serve consumers and satisfy their needs. It also acknowledges the role digital technology and innovation have played a crucial role during these dark times and how they impact current and future customer experiences.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review.