



Flux: What Marketing Managers Need to Navigate the New Environment (Rotman-UTP Publishing)

David Soberman, Dilip Soman

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Flux: What Marketing Managers Need to Navigate the New Environment (Rotman-UTP Publishing)

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The past decade has seen a number of developments that threaten the very fabric of how marketing activities have traditionally been conducted. On one hand, consumers are increasingly socially networked and value-conscious, with heightened expectations of how companies will react to their demands. Along with the challenges, however, come new opportunities: the growth of behavioural economics and the emergence of new data collection techniques, for instance, give marketers unprecedented access to previously hidden aspects of consumer behavior. Clearly, 'business as usual' is not an option for marketing managers who want their firms to stay in the game.

To help managers adapt to the rapidly changing business environment, *Flux* offers a collection of the very best thinking on key areas of marketing activity and decision-making. Each chapter is written by a leading expert in a specific 'new' marketing subject area, from managing brands to dealing with new media, and addresses substantive challenges in that area while providing steps for taking action. The book's integrated approach makes it an excellent resource not only for marketing managers but any managers dealing with customers.

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