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of Castilla la Mancha, Spain) and Alicia Izquierdo-Yusta (University of Burgos, Spain) Source Title: Socio-Economic Perspectives on Consumer Engagement and Buying Behavior.

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Moving from traditional to digital marketing. Clockwise from top left: Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is author of more than fifty books, including the globally popular Marketing Management, now in

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two destinations: WOW! and then a sale
that begins a long-term, profitable

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relationship with each customer. “WOW is an expression that a customer utters when experiencing a speechless delight.”

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