



## Customer Engagement: Contemporary issues and challenges

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How customers and consumer behavior have been changing due to technology and other forces is of prime interest. This book addresses the central questions regarding new emerging consumer behavior; how does social media affect this behavior; how and at what points do emotions affect consumer decisions; and what triggers this is: *How should engagement be conceptualized, defined and measured? How do social media and other marketing activities create engagement?*

The book draws on the rich, extensive knowledge of the authors who are pioneers in the field. The book's editors have identified the weakness in the current knowledge and aim to address this gap by touching on significant conceptual and empirical contributions to this emerging literature stream, providing readers with a comprehensive contemporary perspective of customer engagement. The book also endeavors to develop a richer narrative around the notion of social media and customer engagement, and the non-monetary notion of social media within new media-based social networks.

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