Beyond Multi-channel Marketing
A very significant contribution to a rapidly growing field, valuing its diversity and at the same time making important inroads into clarifying some key concepts.

Prof. Jillian Farquhar PhD, AM, School of Business, Law and Communications, Solent University, UK.

The marketing field needs more books such as this one. Dual marketing is a niche area of marketing that is very little known and written about. The authors have done a thorough and excellent job in putting together an up-to-date and comprehensive book that can become a definite work of reference on the topic of dual marketing for both scholars and practitioners.

Prof. Bang Nguyen, Professor of Marketing, University of Southern Denmark, Kolding, Denmark.

The authors describe Dual Marketing as the ‘practice of selling the same product both to consumers and business customers’. The topic has long been of interest to marketing practitioners and academics but now takes on a new importance with the blurring of barriers between channels and between supply chain members, and the digitisation of marketing processes. This book is an excellent contribution to contemporary thinking and represents an insightful, conceptual take on the important topic of Dual Marketing. I strongly recommend it to all who want to know more about dual, multi- and omni-channel marketing in the digital age.

Prof. Charles Dennis, Professor of Consumer Behaviour, Departmental Research Leader, Middlesex University London, UK.
Beyond Multi-channel Marketing: Critical Issues in Dual Marketing

EDITED BY
MARIA PALAZZO
PANTEA FOROUDI
ALFONSO SIANO
To my sons Giulio Maria and Giuseppe Maria

Grown-ups never understand anything by themselves, and it is tiresome for children to be always and forever explaining things to them

—Antoine de Saint-Exupéry, *The Little Prince.*

To my Father, Dr Mohammad Foroud Foroudi, my Mum, Flora Mahdavi and my Brother Dr Mohammad Mahdi Foroudi

To my daughter Daniela and in memory of my father Carmine
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