



The Dark Side of Personalization

By Jörg Ziesak

Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,2, Maastricht University, course: International Business - Strategic Marketing, language: English, abstract: Online Privacy Fears Stoked By Google, Twitter, Facebook Data Collection Arms Race , Your E-Book Is Reading You , 'Instant personalization' brings more privacy issues to Facebook . These are only a few recent examples of media headlines dealing with the issue of online privacy and personalization. Scholars and managers have repeatedly stated the benefits of personalization, which is targeting products and services to individual customers and constitutes a key element of an interactive marketing strategy. To be able to accurately estimate the needs and wants of customers, it is necessary to gather a significant amount of information. Privacy concerns may arise when personal information about customers are gathered. If this arises, personalization can backfire by making clients reluctant to use the service or - even worse - developing a negative attitude towards the company. A recent survey by Opera Software (2011) found, that Americans...



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