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The Business Plan Gerald Schwetje, Sam Vaseghi, 2007-08-24 In starting a new enterprise one must be able to both plan and realize their initial goal This book provides the budding entrepreneur with the essentials needed to draw up and execute a successful business plan The implementation of the many methods presented in this title have been exercised for years both in practice and in real world management consulting situations By laying out a straightforward blueprint for the reader this title's pragmatic emphasis and autodidactic approach allows for easy absorption of the necessary skills and tools required for the planning and development of a new business venture Each section of the book closes with a set of key questions thusly providing a roadmap for building a successful business from the planning stage to successful marketing to finding investors It is with this book s method that the reader is able to weigh the real risks associated with business Media, Telecommunications, and Business Strategy Richard A. Gershon, 2013-07-18 With today s dynamic formation and rapidly evolving environment media managers must have a clear understanding of different delivery platforms as well as a grasp of critical management planning and economic factors in order to stay current and move their organizations forward Developed for students in telecommunications management media management and the business of media this text helps future media professionals understand the relationship and convergence patterns between the broadcast cable television telephony and Internet communication industries The second edition includes updated research throughout including material on major business and technology changes and the importance of digital lifestyle reflected in e commerce and personalized media selection such as Netflix and iTunes and the growing importance of Facebook and social networking from a business perspective Digital Marketing Answer Book David Obatomi, 2024-08-31 As digital technology advances so also is a move from traditional marketing to what is today known as internet marketing or digital marketing Marketing is all about reaching your target audience at the right place and at the right time Digital marketing is an all inclusive term for marketing products and services online using various methods such as websites email social media and online advertising This book is a collection of everything you need to know about digital marketing with materials provided carefully researched and with balanced arguments to support all the topics covered in the book I highly recommend it to everyone as I believe it will be a valuable and convenient resource for building the skills knowledge and confidence needed to become a capable and qualified digital marketing executive Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened

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in tourism and hospitality marketing New in depth real life case studies and industry insights throughout the book Along with key concepts and theory definitions key summaries and discussion questions accompanying online flashcards and PowerPoint slides for lecturers this textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with **Research** Elaine R. Monsen, Linda Van Horn, 2007-09 A comprehensive guide for survey planning a practical orientation study and questionnaire design and execution and presentation of research Topics include evidence based practice appetite assessment estimating sample size economic analysis using DRIs to assess intake and creating consumer research nutrition messages This book is invaluable for practicing professionals and students The Influence of Values on Consumer **Behaviour** Erik Kostelijk, 2016-08-05 Substantial progress has been made in the conceptualization of values within psychology The importance of values is also acknowledged in marketing and companies use values to describe the core associations of their brand Yet despite this the values concept has received limited attention in marketing theory The Influence of Values on Consumer Behaviour aims to bridge the gap between the conceptual progress of values in psychology and the current practice in marketing and branding literature It proposes the Value Compass a comprehensive value system that is cross culturally applicable to consumer behaviour and brand choice The values concept is used in psychology to identify the motivations underlying behaviour a concept that marketers have borrowed to define brand values This has led to conceptual confusion Whereas in psychology the values system is perceived as an integrated structure in marketing values are treated as abstract motivations that give importance to the benefits of consumption Attention in marketing has shifted away from brand values toward brand personality a set of human characteristics associated with a brand Despite its popularity brand personality has limitations in explaining consumer behaviour while the potential merits of a brand values concept have remained largely unexplored The book presents a meaningful alternative to the brand personality concept and promotes the benefits of using the Value Compass for assessing the effects of brand values and personal values on consumer choice As such it will be essential reading for academics and postgraduate students in the fields of marketing consumer psychology branding consumer choice behaviour and business studies Challenges of the Modern Economy Yakhya G. Buchaev, Arsen S. Abdulkadyrov, Julia V. Ragulina, Arutyun A. Khachaturyan, Elena G. Popkova, 2023-07-03 The book focuses on a systemic study of the challenges of the modern economy and related problems and areas of sustainable development of countries regions and businesses with particular attention paid to the new prospects offered by the spread of digital technology The book's contribution to the literature is that it reveals the specifics and digital perspectives of supporting the SDGs in the economy at every level of the economy country regional and corporate considering sectoral specificities this is reflected in six parts of the book Part 1 identifies contemporary challenges of the modern economy as barriers to sustainable development Part 2 reflects the future direction of sustainable development of the countries Part 3 considers the problems and prospects for sustainable development of regions Part 4 focuses on the problems and prospects for the sustainable

development of enterprises and industries Part 5 sheds light on the economic and legal foundations and cooperative mechanisms of sustainable development Part 6 offers recommendations for enhancing the use of digital technologies offered by Industry 4 0 to support the SDGs Scientists whose research interests include sustainable economic development are the primary target audience for this book For the primary target audience the book forms a systemic view of the global challenges of sustainable development and offers a set of scientific and methodological recommendations to provide an effective response to these challenges at every level of the economy An additional audience for the book is practicing experts who will find international best practices and applied recommendations to support sustainable economic development and implementation of the SDGs in the practice of state national regulation and public administration of the region and corporate in various industries management

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