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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 consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators

The Influence of Values on Consumer Behaviour Erik Kosteljik, 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

Media, Telecommunications, and Business Strategy Richard A. Gershon, 2013-07-18 With today's dynamic 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 *MKTG4* Charles W. Lamb, Joseph F. Hair, Jr, Carl McDaniel, Jr, Jane Summers, Michael Gardiner, 2018-09-01 *MKTG4* continues to offer a unique blended solution for lecturers and students in introductory marketing subjects in both University and Vocational sectors Continuing to pave a new way to both teach and learn *MKTG4* is designed to truly connect with today's busy tech savvy student Students have access to online interactive quizzing videos flashcards games and more An accessible easy to read text with tear out review cards completes a package that helps students to learn important concepts faster

Новият маркетинг: е-маркетинг, m-маркетинг, вирусен маркетинг, виртуален пазар Веселин Благов, 2014-04-01

Marketing Management for School Leaders Deidre Pettinga, Azure D. S. Angelov, David F. Bateman, 2019-07-12 Due to the changing competitive landscape in education it becomes vital for aspiring school leaders to understand how families select schools for their children Families today shop for a school in a manner consistent with how they research a new appliance or automobile prior to purchase Unfortunately many public schools are unprepared to assist families in this decision making process Public schools need to become aware of the changing dynamics of education understand the reasons for telling others about what they do and then develop a comprehensive and coherent strategy for successfully marketing their program That is the purpose of this book *Marketing Management for School Leaders The Theory and Practice for Effective Educational Practice* will provide educational leadership students a theoretical understanding of marketing to equip them with sound principles upon which they can build actionable strategies in their professional practice

Challenges of the Modern Economy Yakhyia G. Buchaev, Arsen S. Abdulkadyrov, Julia V. Ragulina, Arutyun A. Khachatryan, 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, regional, and corporate administration of the region and corporate management in various industries.

The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co-created multi-stakeholder and sustainable approach to corporate brand management, representing a paradigm shift in the literature. The volume contains 30 chapters organized into 6 thematic sections. The first section is an introductory one which underscores the evolution of brand management thinking over time, presenting the corporate brand management field, introducing the current debates in the literature, and discussing the key dimensions of the emerging corporate brand management paradigm. The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management: co-creation, sustainability, polysemic corporate narratives, transformation, history and future, and corporate culture. Every chapter provides a deep reflection on current knowledge, highlighting the most relevant debates and tensions, and offers a roadmap for future research avenues. The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field. This wide-ranging reference work is primarily for students, scholars, and researchers in management, marketing, and brand management, offering a single repository on the current state of knowledge, current debates, and relevant literature. Written by an international selection of leading authors from the USA, Europe, Asia, Africa, and Australia, it provides a balanced, authoritative overview of the field and convenient access to an emerging perspective on corporate brand management.

Marketing and Supply Chain Management Dimitris Folinis, Thomas Fotiadis, 2017-09-13 Organizations are now recognizing the importance of demand-supply integration to their growth and success. While marketing and supply chain management are an essential part of any business qualification, it is becoming increasingly essential to understand the need for integration between synergized marketing and SCM. Marketing and Supply Chain Management is among the first to synergize these two disciplines. Its holistic approach provides students with a macro-level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization. This bridge-building textbook is ideal for students of marketing, logistics, supply chain management, or procurement who want to understand the machinations of business at a macro level.

Heritage, Culture and Society Salleh Mohd Radzi, Mohd Hafiz Mohd Hanafiah, Norzuwana Sumarjan, Zurinawati Mohi, Didi Sukyadi, Karim Suryadi, Pupung Purnawarman, 2016-10-26 *Heritage, Culture and Society* contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016), 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10-12 October.

2016 The book covers 7 themes i Hospitality and tourism management ii Hospitality and tourism marketing iii Current trends in hospitality and tourism management iv Technology and innovation in hospitality and tourism v Sustainable tourism vi Gastronomy foodservice and food safety and vii Relevant areas in hospitality and tourism Heritage Culture and Society is a significant contribution to the literature on Hospitality and Tourism and will be of interest to professionals and academia in both areas **Marketing Organization Development** William J Rothwell,Jong Gyu Park,Jae Young Lee,2017-03-16

Organizational Development OD consultants often face dilemmas when they market their services because there is a gap between clients expectation and the actual role of OD consultants This book is about how to overcome that dilemma by finding effective marketing strategies for a different approach to consulting Marketing Organization Development A How To Guide for OD Consultants focuses on the challenges faced by internal and external consultants in marketing and selling their services By distinguishing between performance consulting and Organization Development OD consulting this book demonstrates why marketing and selling OD consulting services are unique This book meets not only unique OD consultants needs by reflecting the philosophical background of OD and unique marketing challenges but the needs of Human Resource Development HRD managers need who are interested in promoting or selling their change interventions within their organizations This comprehensive book Reviews important terms and popular tools used in the marketing process and outlines the many roles a consultant must fill to obtain and keep the business i e marketer salesperson brand manager account management Describes the criteria for self evaluation as an OD consultant It examines how to identify your strengths and the competencies you need to develop based on OD competencies Provides an introduction to actionable steps and resources for organization development change management and performance management consultants to evaluate unmet needs and opportunities through a niche market for consulting services Covers how to communicate value to your target customers and how to brand your service Describes various channels of OD marketing such as viral word of mouth and social media marketing Reviews selling tactics for l your consulting service and discusses the importance of having a defined sales process to which you adhere International Journal of Mainstream Social Science Siddhartha Sarkar,

Manajemen Pemasaran Modern Anzu Elvia Zahara,Loso Judijanto, Apriyanto Apriyanto,Muzayyanah Yuliasih,Anton Susilo,2025-02-24 Buku Manajemen Pemasaran Modern membahas konsep strategi dan implementasi pemasaran dalam dunia bisnis yang dinamis Dimulai dengan definisi dan sejarah perkembangan pemasaran buku ini mengupas bagaimana pemasaran berevolusi dari pendekatan tradisional ke era digital Peran pemasaran dalam organisasi juga dibahas secara mendalam termasuk bagaimana strategi pemasaran dapat meningkatkan daya saing bisnis Analisis SWOT membantu perusahaan memahami kekuatan kelemahan peluang dan ancaman dalam lingkungan bisnis Selain itu konsep STP Segmentasi Targeting Positioning dijelaskan untuk membantu bisnis menentukan pasar sasaran yang tepat dan membangun positioning yang kuat Bagian lain dari buku ini membahas bauran pemasaran 4P 7P termasuk produk harga distribusi dan

promosi serta tambahan elemen seperti orang proses dan bukti fisik dalam pemasaran jasa Buku ini juga mengulas tren pemasaran digital strategi branding serta contoh studi kasus dari berbagai industri Dengan pendekatan praktis dan teori yang kuat buku ini menjadi referensi penting bagi mahasiswa akademisi dan praktisi bisnis Improving Marketing Strategies for Private Label Products Arslan, Yusuf, 2019-09-20 With changing economic and social environmental conditions and diversified consumer attitudes national and international competition has increased among retailers Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions Today private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty Improving Marketing Strategies for Private Label Products is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products It supports in the development of marketing strategies that can help make a private label product more successful While highlighting topics including e commerce national branding and consumer behavior this book is ideally designed for marketing professionals managers executives entrepreneurs business owners business practitioners researchers academicians and students **Proceedings of the Second International Conference on the Future of ASEAN (ICoFA) 2017 - Volume 1** Ahmad Nizan Mat Noor, Zeti Zuryani Mohd Zakuan, Sarina Muhamad Noor, 2019-04-15 This book examines how business the social sciences science and technology will impact the future of ASEAN Following the ASEAN VISION 2020 it analyses the issues faced by ASEAN countries which are diverse while also positioning ASEAN as a competitive entity through partnerships On the 30th anniversary of ASEAN all ASEAN leaders agreed to the establishment of the ASEAN VISION 2020 which delineates the formation of a peaceful stable and dynamically developed region while maintaining a community of caring societies in Malaysia Indonesia Singapore Brunei Vietnam Thailand the Philippines Myanmar Laos and Cambodia In keeping with this aspiration Universiti Teknologi MARA UTM Perlis took the initial steps to organise conferences and activities that highlight the role of the ASEAN region The Second International Conference on the Future of ASEAN ICoFA 2017 was organised by the Office of Academic Affairs Universiti Teknologi MARA Perlis to promote more comprehensive integration among ASEAN members This book divided into two volumes offers a useful guide for all those engaged in research on business the social sciences science and technology It will also benefit researchers worldwide who want to gain more knowledge about ASEAN countries Mutual Funds in India Rakesh Kumar, 2016-07-07 The services of the asset management companies are getting important for the investors for assessing markets and investing funds are beyond the capacity of most individuals Hence the role of mutual fund firms in India has increased enormously in response to liberal policy regime in the recent decades This book is an endeavour to study the various facets of the mutual fund industry to understand the complexities therein The structure organisation and competition in the mutual fund industry in India have been discussed in depth Performance of mutual fund schemes by using

conditional and unconditional models has been evaluated and investors may derive enough inkling towards their future investment plans After going through this book the reader is expected to develop confidence while dealing with the instruments of mutual funds

Principles of Business & Management Oliver Laasch,2024-03-07 In light of seismic global events including the Covid 19 pandemic the Black Lives Matter movement the war in Ukraine and extreme weather incidents propelled by climate change there has never been a more important time to learn about management in ways that not only benefit business but also help confront the world s challenges support people and planet and contribute to peace and prosperity for all Fully revised and once again endorsed by the UN s Principles for Responsible Management Education PRME initiative this popular textbook equips you with the skills to become a responsibly ethically and sustainably minded business professional Featuring two brand new chapters on Behaving and Digitalizing over 50 new and updated case studies pioneer interviews and practitioner profiles as well as a wide range of exercises and worksheets the book also integrates the UN s Sustainable Development Goals SDGs to help promote sustainable development as essential to business and management today This essential textbook can be used for a wide range of courses from introductory business management to responsible sustainable management business ethics business and society and corporate social responsibility CSR Oliver Laasch is a Chaired Professor of Responsible Management at ESCP Business School and an Adjunct Professor of Social Entrepreneurship at the University of Manchester

Decoding Coca-Cola Robert Crawford,Linda Brennan,Susie Khamis,2020-12-07 This collection of essays delves into the Coke brand to identify and decode its DNA Unlike other accounts these essays adopt a global approach to understand this global brand Bringing together an international and interdisciplinary team of scholars *Decoding Coca Cola* critically interrogates the Coke brand as well its constituent parts By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them these essays offer a unique and revealing insight into the Coke brand and asks whether Coca Cola is always has the same meaning Looking into the core meaning values and emotions underpinning the Coca Cola brand it provides a unique insight into how global brands are created and positioned This critical examination of one of the world s most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing advertising and communication Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields including history media studies communication studies and cultural studies

Canadian Sport Marketing Norm O'Reilly,Benoit Seguin,Gashaw Abeza,Michael L. Naraine,2022-05-04 The rapid professionalization of marketing in the sport industry has helped vault the business of sport into the upper echelons of the economy Innovative effective timely and culturally sensitive marketing allows sport managers to vie for consumer attention in an ever expanding marketplace of competitors *Canadian Sport Marketing* Third Edition With HKPropel Access brings to life the fundamental principles of marketing drawn from Canadian experience with the end goal of providing students with a toolbox of useful tactics frameworks models and knowledge to support a

promising career or future learning in sport marketing It covers essential topics including the Canadian sport system and Canadian consumer behavior market research branding pricing sponsorship ambush marketing traditional media social media and digital marketing Additionally a sample marketing plan provides instructors an invaluable opportunity for assigned experiential learning and gives students a practical tool for use in early career work The only text focusing on Canadian sport marketing this edition has been extensively updated to foster applied learning in sport marketing concepts and theories supported by expert perspectives from the Canadian sport industry Over 40 sport industry executives and experts contribute to the In the Know sidebars Executive Perspective and case studies which draw from the most successful Canadian sport brands events and organizations to provide real life application of the material Authors Norm O Reilly and Benoit S Guin welcome Gashaw Abeza and Michael Naraine forming an author team with comprehensive professional experience in the Canadian sport sector With reflections on and references to a variety of Canadian and provincial sport entities this third edition offers the following Learning objectives provide students a road map to navigate the content while maximizing retention In the Know sidebars direct student attention to the consideration of real world situations and sport business analysis Executive Perspective sidebars written by individuals who work within the industry bring sport marketing concepts to life by using examples from Canadian sport businesses Case studies in HKPropel allow enhanced practical application and use real Canadian examples with questions to ensure critical analysis and understanding Test Your Knowledge questions help students assess their learning Answers are provided in the instructor guide A glossary helps students identify and learn key vocabulary within the text A sample marketing plan provides an opportunity to review a completed marketing plan and students can also use it as a template for creating their own plan Also new to Canadian Sport Marketing Third Edition are case studies and quizzes delivered through HKPropel These are designed to increase student engagement and help students more deeply examine their comprehension of the material Strengthen and prepare students for future success in the sport industry with Canadian Sport Marketing Third Edition With HKPropel Access Note A code for accessing HKPropel is not included with this ebook but may be purchased separately

The Concise Encyclopedia of Communication Wolfgang Donsbach, 2015-02-03 This concise volume presents key concepts and entries from the twelve volume ICA International Encyclopedia of Communication 2008 condensing leading scholarship into a practical and valuable single volume Based on the definitive twelve volume IEC this new concise edition presents key concepts and the most relevant headwords of communication science in an A Z format in an up to date manner Jointly published with the International Communication Association ICA the leading academic association of the discipline in the world Represents the best and most up to date international research in this dynamic and interdisciplinary field Contributions come from hundreds of authors who represent excellence in their respective fields An affordable volume available in print or online

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