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***Kerin Hartley  
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***With digital media  
becoming ever more***

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***prevalent, it is essential  
to study policy and  
marketing strategies  
tailored to this new  
development. In this  
volume, contributors  
examine government***

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***policy for a range of  
media, including digital  
television, IPTV, mobile  
TV, and OTT TV. They  
also address marketing  
strategies that can  
harness the unique***

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***nature of digital media's  
innovation, production  
design, and accessibility.  
They draw on case studies  
in Asia, North America,  
and Europe to offer best  
practices for both policy***

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***and marketing strategies.  
Loose-leaf Edition Market  
ing McGraw-Hill/Irwin  
Characterized by  
lightning quick  
innovation, abrupt shifts  
in technology, and***

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***shorter lifecycles, the marketing of IT products and services presents a unique set of challenges and often requires IT managers and developers to get involved in the***

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***marketing process.***

***Marketing IT Products  
and Services is written to  
help busy IT managers  
and marketing m***

***This book explores the  
multi-sensorial world of***

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***wine-tasting language,  
with a specific focus on  
communicative dynamics  
between winemakers and  
ordinary consumers in  
the context of online  
commerce. Promotional***



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***tasting notes of labelled  
wines from Campania—a  
Southern Italian region  
famous worldwide for its  
unique wine tradition—in  
their Italian and English  
version, are analysed to***

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***pursue the twofold aim of  
identifying the most  
common knowledge  
domains from which wine  
professionals draw new  
words from, and  
assessing the degree of***

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***terminological  
harmonisation between  
these descriptions and  
national/international  
terminological standards.  
Translation strategies put  
into use to promote***

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***Italian wines to the wider  
English-speaking  
audience are also  
discussed. The book  
provides a snapshot of  
wine language and is  
addressed to linguists***

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***and other academics, as  
well as members of the  
wine community and  
ordinary wine drinkers.  
Opportunities and  
Challenges  
The Case for***

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Empirical Management  
and Social Science  
A Strategic, Decision-  
making Approach  
Fashion Brand  
Internationalization***

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***Understanding How to  
Build and Promote the  
University Brand  
Loose-leaf Edition  
Marketing***

What is customer orientation? And  
how does it fit in your idea of a

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good marketing strategy? This book can help you understand more about the relationships, applications, and steps to take to drive continuous relationships with customers to aid in the process of defining and implementing niche



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strategies, international marketing efforts, and electronic commerce. Inside, the authors start with classic marketing concepts and then review important developments and research of the latest findings (both from the theoretical and applied

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points of view) to present specific examples, methodologies, policy measures, and strategies that can be implemented to increase and perfect customer satisfaction. Both manufacturing and service businesses are addressed, and the

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results will give you a combination of the major studies in this specific field of marketing and strategy to offer a comprehensive strategic tool for decision makers in organizations.

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provides a management approach, with the perspective of marketing. In every organization there is a person or group of persons who are charged with getting new goods and services onto the market. Frequently those people are new

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product managers, or project managers, or team leaders. They lead a multifunctional group of people, with the perspective of a general manager. NEW PRODUCTS MANAGEMENT, Sixth Edition recognizes the value of the

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cross-functional team. That team will include representatives from all areas of business. A team leader (or future team leaders) will benefit from this text and its approach. The theories introduced in this text are reinforced through applications in

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the business world.

This book focuses on principles and practices in digital wine marketing. By providing a global overview of social media and e-commerce strategies and practices in the wine business, this book allows readers

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to understand how consumers and producers deal with these modern communication and selling platforms.

American voters will be empowered by this revealing, behind-the-scene exposé of the marketing strategies



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and tactics political candidates use to win their hearts, minds, donations, and votes. • "Promise meters" with which to evaluate candidate campaign promises and marketing strategies • Charts and tables that summarize information

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about political marketing, including presidential campaign slogans, political fundraising regulations, and results • Sidebars highlighting campaign quotes and calling out key points • Enlightening, chapter-by-chapter summaries of lessons

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learned to empower voters to resist  
political campaign marketing  
manipulation

Civic Education and the Future of  
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Faith as Key to Functional  
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*Lack of civic knowledge, ignorance about*

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*the U.S. Constitution, and general ambivalence about education threaten the fiber of this nation. The remedy to this malaise, advocated in various ways by a diverse group of contributors, is a well-rounded, liberal education that prepares citizens to participate in a free republic.*

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*As businesses aim to compete internationally, they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition. Trends in entrepreneurship that drive consumer engagement and business initiatives, such as social media*

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*marketing, yields customer retention and positive feedback. Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation, entrepreneurship, and marketing strategies. While highlighting challenges such as*

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*successful social media interactions and consumer engagement, this book explores valuable information within various business environments and industries such as e-commerce, small and medium enterprises, hospitality and tourism management, and customer relationship management. This book is*



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*an ideal source for students, marketers,  
social media marketers, business  
managers, public relations professionals,  
promotional coordinators, economists,  
hospitality industry professionals,  
entrepreneurs, and researchers looking  
for relevant information on new methods  
in digital marketing and*

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*entrepreneurship.*

*Learning how to sell DVDs on the Internet could not have come at a better time, given the current economic climate, the rising unemployment rate, and the brooding recession. Selling DVDs on the Internet is an ideal alternative for easily bringing in extra income to catch up on*

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*bills, pay down credit cards, buy holiday gifts, or simply put food on the table - it is about surviving and being prosperous during this very difficult economy. The purpose of this book is to provide easy to follow, step-by-step instructions on how to enter the Internet DVD retail business, avoid the pitfalls and costly mistakes, and*

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*create sustainable long-term income.  
This book is based on the real world  
personal experiences of the authors in  
successfully operating two Internet DVD  
retail businesses, competing in the vast  
and chaotic new and used DVD retail  
market, and generating sustainable  
income, despite the bad economy.*

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*EBOOK: Marketing: The Core  
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important topic of  
research credibility,  
Raymond Hubbard's  
groundbreaking work  
proposes that we must*

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*treat such information  
with a healthy dose of  
skepticism. This book  
argues that the dominant  
model of knowledge  
procurement subscribed to  
in these areas—the*

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*significant difference  
paradigm—is  
philosophically suspect,  
methodologically impaired,  
and statistically broken.  
Hubbard introduces a more  
accurate, alternative*

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*framework—the significant  
sameness paradigm—for  
developing scientific  
knowledge. The majority of  
the book comprises a head-  
to-head comparison of the  
"significant difference"*

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*versus "significant  
sameness" conceptions of  
science across  
philosophical,  
methodological, and  
statistical perspectives.  
This book provides a*

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*comprehensive and  
accessible guide to  
marketing Higher Education  
institutions, discussing  
how universities are  
service providers and how  
education is a service,*

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*both of which need to be defined and marketed together. Unlike the current offering available on the subject, this book provides a uniquely applied approach, linking*

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*the theory of marketing  
practice to the Higher  
Education sector through  
real life case studies and  
examples. Each topic is  
covered in depth,  
including marketing*



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*segmentation, pricing,  
location, brand  
management,  
internationalization, and  
expansion. Overarchingly,  
the book considers how to  
develop and promote the*

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*university as a product  
and as a brand. Two case  
studies from real life  
universities in a broad  
range of locations are  
provided at the end of  
each chapter, alongside*

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the five key strategic  
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myriad of skills and  
knowledge of how to remain  
competitive in the global*



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*comprehensive view on the internationalization of fashion brands, offering unique academic and managerial insights into how fashion brands in diverse sizes can build*

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*and sustain their  
businesses in competitive  
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trends occurring within  
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of the most active sectors*

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*of internationalization.  
The majority of global  
fashion brands operate  
beyond their home  
countries, yet not much is  
known about the ventures  
that generate more than*



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*half of their revenues.  
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look at the global-by-  
nature fashion industry  
through a collection of  
actual cases from multiple  
countries and cultural*

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*This book contains the  
full proceedings of the  
2015 Academy of Marketing  
Science Annual Conference  
held in Denver, Colorado.  
Marketing has become*

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*ubiquitous: it doesn't  
matter who you are, where  
you are or what you are  
doing, you cannot escape  
it. In these times of  
instantaneous news,  
information and*

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*entertainment, everyone is  
exposed to messages from  
the moment they awake  
until the minute they  
drift off to sleep.*

*America spends the most  
money in the world on*

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*advertising and other  
marketing communication.  
So, it could be said that  
marketing is America's  
pastime, as much so as the  
classics: baseball, hot  
dogs, and apple pie. Under*

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*the theme of “ Celebrating  
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volume discusses all of  
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change, and explores the  
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*the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its*

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*supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below: High*

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Objectives, Learning Reviews,  
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*Culture pervades consumption and*

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*marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and*

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*cultural symbols, world views, and practices at the heart of organizations and consumer collectives to better comprehend their relationships in markets. This book highlights the benefits that managers can reap from applying*

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across the realm of strategic  
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advertising, and retail distribution,*

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*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*

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*marketing and selling their services.  
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performance consulting and  
Organization Development (OD)  
consulting, this book demonstrates  
why marketing and selling OD  
consulting services are unique. This*

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*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*

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*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*

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*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*

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*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*

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*market for consulting services.*

*Covers how to communicate value to  
your target customers and how to  
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such as viral, word of mouth, and  
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