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Management
14th Edition
Kotler Amp
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Sport Law: A
Managerial
Approach, third
edition, merges law
and sport

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management in a way that is accessible and straightforward. Its organization continues to revolve around management functions rather than legal theory.

Concise explanations, coupled with relevant industry examples and

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cases, give readers just enough legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad range of responsibilities in sport, education, or recreation. Whether

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readers work as coaches or teachers; administer professional programs; manage fitness/health clubs; or assume roles in a high school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial

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and Keller

concerns. This book provides knowledge of the law that helps create a competitive advantage and build a more efficient and successful operation that better serves the needs of its constituents.

Special Features of the Book Managerial context tables.

Chapter-opening

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exhibits act as
organizational and
study tools
identifying
managerial contexts
in relation to major
legal issues,
relevant law, and
illustrative cases for
the chapter. Case
opinions, focus
cases, and
hypothetical cases.
Legal opinions--both

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excerpted (case
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App Keller
opinions) and
summarized (focus
cases)--illustrate
relevant legal points
and help readers
understand the
interplay between
fact and legal
theory. The cases
include questions
for discussion, and
the instructor's
manual provides

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guidance for the
discussion.

Hypothetical cases

further highlight

topics of interest

and include

discussion

questions to

facilitate

understanding of

the material;

analysis and

possible responses

appear at the end of

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the chapter.

Competitive
advantage
strategies.

Highlighted, focused
strategies based on
discussions in the
text help readers
understand how to
use the law to make
sound operational
decisions and will
assist them in
working effectively

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with legal counsel.
Discussion
questions, learning
activities, and case
studies. Thoughtful
and thought-
provoking questions
and activities
emphasize
important
concepts; they help
instructors teach
and readers review
the material.

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Creative case studies stimulate readers, as future sport or recreation managers, to analyze situations involving a legal issue presented in the chapter.

Annotated websites. Each chapter includes a collection of web resources to help readers explore

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topics further.

Accompanying the
web addresses are
brief descriptions
pointing out key
links and the sites'
benefits.

Bookmarking these
sites will help
readers in future
research or
throughout their
careers.

Description For

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Principles of
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Marketing courses
that require a
comprehensive text.
Help students learn
how to create value
through customer
connections and
engagement In a
fast-changing,
increasingly digital
and social
marketplace, it's
more vital than ever

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for marketers to develop meaningful connections with their customers. The Principles of Marketing, An Asian Perspective provides an authoritative, comprehensive, innovative, managerial, and practical introduction to the

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and Kotler

fascinating world of marketing in and from Asia. It helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers in Asia who make products and brands an integral part of their daily lives. To help

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students in Asia understand how to create value and build customer relationships, the Asian Perspective presents fundamental marketing information within an innovative customer-value framework. This textbook makes

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learning about and teaching Asian marketing easier and more exciting for both students and instructors by providing a variety of vignettes, up-to-date corporate examples, and relevant case studies.

In this remarkable oral history

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collection, thirty-three participants in the turbulent epic that began with the day of infamy at Pearl Harbor and ended with the signing of the surrender documents in Tokyo Harbor tell their stories. Their remembrances of heartbreak,

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frustration, heroism, hope, and triumph were collected over a period of twenty-five years by John T. Mason. Their recollections reveal perspectives and facts not included in traditional works of history. Each selection, introduced with a preface that places

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it in the context of the Pacific War, takes the reader behind the scenes to present the personal, untold stories of naval history. Included are Admiral William S. Sullivan's account of the problems involved in clearing Manila Harbor of some five hundred

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wrecked vessels left
by the departing

Japanese and

Admiral Thomas C.

Kinkaid's

description of the

communications

breakdown at the

Battle of Leyte Gulf.

There are also the

very personal

recollections of

humor and horror

told by the unknown

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actors in the war:

the hospital

corpsman, the

coxswain, and the

machinist's mate.

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is an unusual and

lasting tribute to the

ingenuity and

teamwork

demonstrated by

America's forces in

the Pacific as well

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as a celebration of
the human spirit

An Introduction,
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of marketing
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many as the
authoritative
book on the**

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rigour and
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relevance - the
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- and adds: * A
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designed
specifically to fit
the way the**

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it and capturing
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that impact
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customer value,**

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planning, analyzing
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strategy such as
market research,
customer behavior

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and capture
consumer value.
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Stevens, and
Shalowitz begin by
establishing a
foundation of
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management
principles. A
stepwise approach
is used to guide
readers through
the application of
these marketing
concepts to a**

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physician
marketing plan.

The value of using
environmental
analysis to detect
health care market
opportunities and
threats then
follows. Readers
are shown how
secondary and
primary marketing
research is used to
analyze

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environmental forces affecting a wide range of health care market participants. The heart of the book demonstrates how health management problems are solved using marketing tools and the latest available market

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data and information. Since the health care market is broad, heterogenous, and interconnected, it is important to have a comprehensive perspective. Individual chapters cover marketing for consumers, physicians,

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**hospitals, health
tech companies,
biopharma
companies, and
social cause
marketing - with
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readers the
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author Michael
Hamlin takes a
close look at the
revolutionary new
business models
Asia's best**

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**companies are
adopting, the
challenges they
still face and, most
of all, the
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to their Western
competitors. From
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structure to
strategy, this book
provides in-depth
portraits of Asia's
leading companies**

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specific strategies
Western managers
can use to best
their Asian
competitors or
successfully enter
the new Asian
market.

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textbooks and
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sequentially to
build, block by
block, on the
strategic
foundation and
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customers. With

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engaging real-world examples and information,
Marketing: An Introduction shows students how customer value-creating it and capturing it-drives every effective marketing strategy.

The Twelfth

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Approach James

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capitalism's
shiny veneer. In
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