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In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their

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*consumer loyalty. Customer
Relationship Management Strategies
in the Digital Era blends the literature
from the fields of marketing and
information technology in an effort to
examine the effect that technological
advances have on the interaction*

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between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This

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publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society. Experiential marketing - or memorable customer experiences - is

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*proving a popular tool amongst
businesses seeking to make an impact
in a competitive world. Yet the
scramble to achieve a presence among
experience providers has led many
companies to design and implement
experiential marketing without*

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integrating it with their overall marketing strategy. These companies often end up dissatisfying their customers rather than delighting them. This research anthology investigates different angles of experiential marketing. The 16 chapters are

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organised in six sections. The first section considers whether memorable customer experiences result from the use of traditional marketing practices, perhaps implemented more effectively than previously, or require entirely new practices with new foundations

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that turn companies into experience providers. Section two details ways businesses seek to build brands through putting experiential marketing into practice, while section three asks whether there are general principles that can be applied to the design of

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customer experiences which ensure successful outcomes whatever market you may operate in. Section four examines how companies manage their customer experiences once they have made the strategic decision to provide them, and section five looks at

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methods available to evaluate the success of these customer experiences. 'Experiential marketing changes everything!' claim the management gurus, but is it really so significant that not joining this race is dangerous? The last section of the

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book offers a much needed critique of experiential marketing.

WHAT'S YOUR AUTHORITY

AVATAR? *Almost everyone has done a personality test at some point in their lives. Usually it confirms things you already knew about yourself...like*

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*"you're a detail oriented introvert" or
"you're a big picture extrovert." Good
to know, but does it really make a
difference in your life? Would it be
more beneficial to you, if you knew
what persona or avatar was a good fit
for you to become a leading authority*

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in your marketplace? You might think there are hundreds of possibilities, but in actuality there are only four.

WHICH AUTHORITY ARE YOU?

Every person that is considered an authority know this and focus only where they are strong. Unsuccessful

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people flounder back and forth between the four types which confuses their customers and prospects. When people are looking to work with an expert, what they really want is to identify with them in some way. This 'way' will change depending on what

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need or pain the expert is helping resolve. They may want someone that has struggled to gain attributes and qualities that they want to achieve themselves. Or maybe they may want the expert to simply have the ability to motivate and push them to the next

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level. Your Authority Avatar is something you should carefully consider before you make a big mistake in communicating with your prospects in a way that may actually push them away. In The Four Faces Of Authority: Discover Your Authority

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Avatar, authority marketing pioneers, Jack Mize and Brian Horn dissect and explain each of these archetypes, so you can decide which one is a good match for you, then amplify those traits so you can quickly become a recognized expert in your marketplace.

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Built on a strong foundation, Basic Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault

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franchise was the pioneer of the “four Ps” in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent

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with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent “best practices,” and to tightly integrate the best digital tools in the industry for ensuring that

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*students are prepared to engage in
classroom lectures and pursue future
business and marketing careers.*

*Handbook of Research on Technology
Applications for Effective Customer
Engagement
Electronic Customer Relationship*

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Management

Cinemajazzamatazz

A Critical Introduction

Product Design

*The Four Faces of the Republican
Party and the Fight for the 2016
Presidential Nomination*

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Teaching Marketing prompts the reader to reflect on why marketing is taught, how it is taught and what should be included in curricula in tertiary-level programmes. The international contributors have

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a wide range of expertise in marketing education and provide their own perspectives on these questions while considering a variety of different points of view so encouraging the reader to

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develop their own opinion.
This book summarises the
latest thinking and best
practice in the domain of
branding All new real
marketing campaigns show
how branding theories are

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implemented in practice
Brought right up to date with a
clear European and UK focus
The discovery of market needs
and the manufacture of a
product to meet those needs
are integral parts of the same

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process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product

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development together in a single text. Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from

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market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured

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management framework for product development and an extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods,

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present examples with familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-

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controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products. The Handbook of Service

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Marketing Research brings together an all-star team of leading researchers in service marketing to explore many of the hottest topics in service marketing today. Cutting-edge topics include: customer

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relationships and loyalty

The Future of Marketing

CUSTOMER RELATIONSHIP
MANAGEMENT

Work is Theatre & Every
Business a Stage

EBOOK: Basic Marketing

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Customer Relationship
Management Strategies in the
Digital Era

The Four Faces of Sales

**In the challenging digital economy,
bridging the gap between the external
stakeholder and business entities**

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through effective applications of technology carries more importance than ever before. By building a strong online presence and maintaining a long-lasting relationship with valuable customers through high-quality customer experience, companies continue to thrive during this digital

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**age. The Handbook of Research on
Technology Applications for Effective
Customer Engagement is a pivotal
reference source that provides vital
research on the utilization of the best
research practices for consumer
satisfaction and loyalty. While
highlighting topics such as target**

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marketing, consumer behavior, and brand equity, this publication explores the applications of modern technology in marketing as well as recent business activities of international companies. This book is ideally designed for business professionals, practitioners, marketers, advertisers, brand

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**managers, retailers, managers,
academics, researchers, and graduate-
level students.**

**This advanced dictionary of marketing
focuses on leading-edge terminology for
use by people who are serious about the
theory and practice of marketing. With
over 1,000 entries ranging in length and**

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depth, it is the ideal reference guide for researchers, directors, managers, and anyone studying marketing for a professional or academic qualification. The Fourth Industrial Revolution has disrupted businesses worldwide through the introduction of highly automated processes. This disruption has affected

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the way in which companies conduct business, impacting everything from managerial styles to resource allocations to necessary new skillsets. As the business world continues to change and evolve, it is imperative that business education strategies are continuously revised and updated in

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order to adequately prepare students who will be entering the workforce as future entrepreneurs, executives, and marketers, among other careers. The Research Anthology on Business and Technical Education in the Information Era is a vital reference source that examines the latest scholarly material

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on pedagogical approaches in finance, management, marketing, international business, and other fields. It also explores the implementation of curriculum development and instructional design strategies for technical education. Highlighting a range of topics such as business process

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management, skill development, and educational models, this multi-volume book is ideally designed for business managers, business and technical educators, entrepreneurs, academicians, upper-level students, and researchers. Baby boomers (consumers in the 50+ age bracket) are the wealthiest, fastest

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growing consumer group in the world. Despite this, the vast majority of marketing spend is focused on much younger people. Recessions always dampen consumer spending, but in the 21st century's first recession, the decline in spending among the younger age group has been amplified by

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excessive borrowing and collapsing house prices. More so than ever before, the current global recession highlights the need for firms to revise their marketing strategies and practices in order to remain competitive. In this book, Ian Chaston uses original case material to propose strategic solutions

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that take advantage of the moneyed segments of the maturing boomer market. Key topics covered include: Marketing errors made by UK banks in the current global crisis Market research Customer targeting Marketing strategies and pricing innovation Promotion and distribution A world

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first, Boomer Marketing is useful for students of marketing and consumer behaviour and is essential reading for practitioners who understand the need for money-oriented marketing.

**Additional lecturer material available at
www.routledge.com/9780415489638**

Music, Movies, Meanings, and Markets

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Strategy and Implementation

Teaching Marketing

**What It Takes to Move Your Church
Forward**

Marketing and Feminism

**Attracting And Keeping Valuable
Customers**

?This volume presents the

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most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters

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pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature

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reviews, conceptual
research and empirical
studies on social
marketing communications,
models to understand
individual's risky
behaviors, and how to

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improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social

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marketing innovative
practices with
implications for quality
of life.

Selling a service or a
product is about closing
deals. As a sales

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professional, if you don't close, you're not making any money for yourself or your company. But closing won't happen without an approach that makes you stand out from the

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thundering herd of competition—one that can make you more valuable in the eyes of the customer. In *The Four Faces of Sales*, author John Orvos presents a unique, fresh,

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and practical approach to sales excellence. Drawn from his success as a sales leader in his own software company and from the years that followed, Orvos identifies, defines,

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and provides numerous examples of the four key steps, or faces, of sales—the sleuth, doctor, quarterback, and hero. His new sales approach facilitates success by

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building on what's known as personal value currency in the eyes of the customer. This guide goes beyond giving you the typical "what to do" and "how to do it" advice. The

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right skill used at the wrong time will not yield any better results than the wrong skill will. The Four Faces of Sales explains what skills you need, teaches you how to

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execute these skills, and ensures you know precisely when to use them. You can create a positive, branded buying experience by taking the right actions at the right time.

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The Four Faces of Nuclear
Terrorism, a new book from
the Center for
Nonproliferation Studies,
assesses the motivations
and capabilities of
terrorist organizations to

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acquire and use nuclear weapons, to fabricate and and detonate crude nuclear explosives, to strike nuclear power plants and other nuclear facilities, and to build and employ

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radiological weapons or
"dirty bombs."

Future economic growth
lies in the value of
experiences and
transformations--good and
services are no longer

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enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable

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events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the

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experiences that will transform the value of what they produce. From America Online to Walt Disney, the authors draw from a rich and varied mix of examples that showcase

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businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time

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and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, say Pine and Gilmore, are no longer enough. Experiences and

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transformations are the basis for future economic growth, and The Experience Economy is the script from which managers can begin to direct their own transformations.

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Business Planning and
Market Strategy

The Market Driven
Organization

A STRATEGIC APPROACH TO
MARKETING

Data-driven Print

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Handbook of Research on
Management and Strategies
for Digital Enterprise
Transformation
The Four Faces of
Authority

Bob Rhoden offers advice

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on how to advance the growth and maturity of your church by teaching leaders to lead using the principle of the four "faces": Shepherd, Servant, Steward, and

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Discover the essentials in today's marketing and examine the latest trends with the significant visuals and stimulating, timely discussions found

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in Pride/Ferrell's popular
FOUNDATIONS OF MARKETING,
7E. You'll find meaningful
coverage of current
marketing strategies and
concepts, including social
media, sustainability,

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globalization, customer relationship management, supply chain management, and digital marketing.

This edition introduces emerging topics, such as social and environmental

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responsibility,
entrepreneurship, and new
trends in marketing, as
the authors depict the
changing nature of
business and prepare
readers for success in a

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competitive world.
Captivating photos,
screenshots,
advertisements, and
examples from actual life
illustrate current issues,
while the book's proven

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learning features help you develop the decision-making and marketing skills you need for professional success.

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* NKJV * NIV * NLTse

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students of the
Scriptures, and general
readers that are curious
about how different
translations render their

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delight in this volume.
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all four translations is
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a page--making text

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the favorite of countless
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centuries. New King James
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while using contemporary
and readable language. New

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to help readers understand
and apply the intended
meaning of the biblical
text. New Living

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that explain word choices,
plus a more consistent
rendition of ancient terms
into their modern English
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This book is intended for practitioners and academics who wish to develop an understanding of marketing in an international context. The book provides a series of

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critical perspectives on marketing from senior authors around the world. The book is not about 'what marketing is' for this is already recorded in innumerable texts.

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Rather the text gives
comments, views, positive
statements, criticisms and
doubts from leading
authors, concerning
marketing and its role
within business and as an

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academic subject in the
21st century.

Marketing

Creating Powerful Brands

Handbook of Service

Marketing Research

Selling to a Recession

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Resistant Market

Critical 21st Century

Perspectives

The Four Faces of the Republican
Party clearly describes how
Republican Presidential nominating

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contests unfold. Its focus on party factions allows readers to understand the process and to predict who the eventual nominee will be. In particular, the authors explore why a conservative party always nominates candidates

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favored by the party's establishment and why evangelical conservatives always emerge as one of the two final contenders for the nomination. This book is essential reading for anyone – professor, student, journalist,

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consultant, or candidate – who wishes to understand, report on, or influence a Republican Presidential nomination contest.

Business Planning and Market Strategy offers students, entrepreneurs, and executives

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penetrating insights into developing business plans and market strategies that bolster the odds of succeeding in today's highly competitive marketplace. Rather than reduce the planning process to mechanistic, step-by-step

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instructions, which promote “thinking inside the box,” author E.K. Valentin provides practical planning guidelines that encourage creative strategic problem solving. Drawing on both his business experience and the business

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literature, he explains not only what entrepreneurs and executives should look at when pondering plans and strategies, but also what they should look for. The book's unique applied perspective, sets Business Planning & Market

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Strategy apart from conventional “how to” planning guides.

The capability of MNCs to create, transfer and combine knowledge from different locations is an important determinant of corporate success. This book uses examples

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of knowledge-based firms - Hewlett-Packard Consulting & Integration, Siemens, Mazda, and Maekawa - to show that knowledge-based marketing is key to a sustainable competitive advantage.

"This textbook on CRM, a new

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approach to marketing, is comprehensive and managerially very useful. Its case studies with a mixture of Indian and non-Indian cases, are extremely interesting and will be fun for students to learn and for instructors to teach."

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JAGDISH N. SHETH, Professor of Marketing, Emory University This straightforward and easy-to-read text provides students of management and business studies with a thorough understanding of fundamental abilities and strategies

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that lead to the successful implementation of practice of CRM (Customer Relationship Management), regarded as the wonder solution to all the problems encountered by marketers. To cope with the increasing intensity of

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competition, necessitating a drive towards enhancement of customer satisfaction, the book emphasizes the need for integration and coordination along the value chain to effectively and efficiently manage customers. The book focuses on

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best practices in CRM and illustrates along the way through several interesting case studies how CRM has been used in various industries to build relationships with customers. The book also provides a solid grounding in tools,

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techniques and technologies used in CRM and explains in detail the power of eCRM to help companies make their vision of CRM a reality. The text is intended for students of MBA, PGDM (Postgraduate Diploma in Management), and

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PGPBA (Postgraduate Programme
in Business Administration).

Besides, this book is a useful
reference for managerial and
marketing professionals. **KEY
FEATURES ?** Provides insight into
contemporary developments in

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CRM ? Cites Indian as well as
global examples ? Offers case
studies on Indian and global
companies to highlight the use of
CRM

Marketing For Competitiveness:
Asia To The World - In The Age Of

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Digital Consumers

STRATEGIC MARKETING :
MAKING DECISIONS FOR
STRATEGIC ADVANTAGE,
SECOND EDITION

A Key to Survival in the Third
Millennium

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A Knowledge-Based Approach
Research Anthology on Business
and Technical Education in the
Information Era
Strategic Global Marketing
Asia is the most
populated geographical

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region, with 50% of the world's inhabitants living there. Coupled that with the impressive economic growth rates in many Asian countries, the region provides a

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very attractive and
lucrative market for
many businesses, big and
small and from all
industries. In addition,
Asia is also a dynamic
market that

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significantly grows with developments in technology and digitalization. For example, a research by Google and Temasek shows that Southeast Asia is

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the world's fastest
growing internet region.
The internet economy in
Southeast Asia is
expected to grow by 6.5
times from US\$31 billion
in 2015 to US\$197

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billion in 2025. All these make it critical for marketers, whether domestic, regional or global, to stay in touch if not ahead, in their understanding of what is

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happening in Asia from a marketing perspective and what Asia has to offer to the world. One phenomenon happening in the Asian market and which marketers should

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pay utmost attention to,
is the rapidly unfolding
digital revolution that
has fundamentally
transformed not just the
extent but also the
nature of competition.

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What makes it even more
challenging and
complicating is also how
such a revolution
impacts on consumer and
business buying
behavior. Disruptive

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technologies supported
by this digital
revolution have brought
in new competitors and
enabled existing
competitors to surpass
the conventional

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boundaries which we may
be quite familiar with.

Asian consumers have
become more educated and
connected and have
embraced newer ways of
selecting, buying and

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using products and services. In this book, the Father of Modern Marketing, Professor Philip Kotler has collaborated with two marketing experts from

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Asia, Hermawan Kartajaya
from Indonesia and Hooi
Den Huan from Singapore
to publish a book on
Marketing for
Competitiveness: Asia to
the World — In the Age

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of Digital Consumers.

This book argues that marketing is no longer just vertical but has encompassed a new, more horizontal paradigm. In addition to many new

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concepts and frameworks, this book includes a plethora of real-world examples from various countries in Asia, which will help to shed light on how companies, both

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Asian and global,
compete in Asia. Useful
lessons can be drawn by
all businesses in the
world on how to win the
mind, heart and spirit
of the Asian consumer —

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digital and non-digital.

International Marketing,

Third Asia-Pacific

edition, has been

updated to reflect

contemporary

developments and

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examples in
international marketing.
The text retains the
strengths of the
original Global
Marketing Management
text by Masaaki Kotabe

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and Kristiaan Helsen,
and is presented in an
engaging and accessible
style. International
Marketing, Third Asia-
Pacific edition, aims to
help Australasian

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students understand
contemporary
international marketing
activities and issues in
an increasingly
competitive marketplace.
This is an exciting new

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introductory textbook
which delivers a truly
global exploration of
international business.

It provides an
accessible and engaging
overview of the key

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theories and models that underpin the global economy. The text gives attention to the challenges and ambitions of businesses in the developing world,

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including small and family-run businesses, as well as those of 'born-global' companies. Managing Global Business takes a practical approach to link

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theoretical concepts to
real-world situations
and offers a varied
discussion into the key
activities of the
international manager,
and a useful guide on

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employability
opportunities. This
textbook is recommended
for established
institutions as well as
the rapidly expanding
network of education

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centres in the
developing world. It is
designed as a core text
for students of
International Business
and Business Management
degrees at undergraduate

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and postgraduate level.
Electronic Inspection
Copy available for
instructors here `I see
this book as an
important addition to
the marketing

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literature. A weakness in critical approaches to marketing is that they are often not made easily accessible to undergraduate students. Chris Hackley has done a

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wonderful job in
producing a rigorous
text that remedies this
situation and makes
critical perspectives
accessible to all' -

Professor Rob Lawson,

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University of Otago Does
marketing really work
for organizations,
managers and citizens?
How can marketing
management be studied
and practised

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critically? This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms.

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Integrating critical perspectives with the topics of the typical marketing curriculum, Chris Hackley has produced an indispensable supporting

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text for upper level,
undergraduate and
postgraduate Marketing
courses. A wide range of
issues are covered
including: - Historical
origins and influences

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in marketing -

Introduction to the
concepts of Critical
Theory - Marketing
'orientation' and the
marketing 'mix' -

Critique of marketing

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principles - Marketing
and strategy - The role
of research in marketing
- Marketing and
managerial ideology -
Marketing ethics Each
chapter includes Chapter

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Review questions, Case studies reflecting issues in the chapters, along with supporting case questions and reflections, as well as stimulating practical

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Putting Theory to Use
Innovations in Social
Marketing and Public
Health Communication
The Four Faces of
Nuclear Terrorism

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The Advanced Dictionary
of Marketing

Improving the Quality of
Life for Individuals and
Communities

Boomer Marketing

'Market Driven Strategy'

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is a buzzword that many business people use without fully grasping its meaning. Now George Day, the inventor of the phrase, follows up his groundbreaking book MARKET

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*DRIVEN STRATEGY with
practical advice for
managers who want to
better communicate with
their customers, perform
miles ahead of their
competitors, and*

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*continually be responsive
to both. Based on nearly a
decade of research,
teaching, and consulting
on the topic, THE MARKET
DRIVEN ORGANIZATION shows
how to apply Day's*

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essential marketing theories to an entire company. Complete with diagnostic questionnaires and other assessment tools to identify strengths and weaknesses and lead

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*companies through change,
THE MARKET DRIVEN
ORGANIZATION is an
indispensable guide that
will provide managers with
crucial insights drawn
from the most thorough*

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*research of the decade.
Market-Oriented Product
Innovation differs from
most other titles, written
either from a marketing or
technical perspective, by
giving a holistic view of*

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the product innovation process. It has a product perspective, written from a managerial point of view, recognizing that product innovation, or new product development, is a

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discipline of its own. It is concerned with managing the products (goods and services) through their life cycle, integrating marketing knowledge and technological expertise,

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*with the aim of getting
satisfied customers. The
book also gives a thorough
treatment of the human and
cultural aspects of
product innovation by
focusing on the change*

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*processes needed for the
development of a market-
oriented culture.*

*Patricia Sorce is the
administrative chair of
the Rochester Institute of
Technology School of Print*

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Media and co-director of the RIT Printing Industry Center. Michael Pletka is manager of Customer Business Development at the Xerox Production Systems Group. Data-Driven

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Print is their answer to the question of how to overcome the strategic and operational barriers that have impeded growth in this media form by leveraging digital

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*printing technology to
deliver customized printed
communications. This book,
the second volume in the
Printing Industry Center
Series, documents the
current use of*

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personalization and custom communication while identifying the best practices, best prospects, and associated business models for delivering value to printing clients.

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From traditional brick and mortar to new start-ups, businesses are harnessing the power of digital enterprise as a cost-effective model to deliver goods and services online.

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Digital enterprise strategy is adopted for transforming business, streamlining processes, and making the best use of online technologies to enhance interaction with

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*customers and employees
and deliver excellent
customer experience in
real time. Digital
enterprises increasingly
need digital workers to
establish greater digital*

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skills to bear on every activity and to drive management, strategy, and innovation, which are key for digital enterprise transformation. The Handbook of Research on

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*Management and Strategies
for Digital Enterprise
Transformation is a
crucial reference source
that discusses leveraging
technology for the
customers', employees',*

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and suppliers' benefit, as well as integrating complex processes to management, marketing, production, manufacturing, and financial systems. Combining management,

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strategy, technology, and digital enterprise topics into one book provides the reader with a holistic understanding of the new developments in these emerging fields. This

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study will also include key topics of interest on how to address structural changes underway in the local and global business environment for digital enterprise transformation.

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*Featuring research on
topics such as e-commerce,
organizational learning,
and agile management, this
book is ideally designed
for business
professionals,*

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*policymakers, researchers,
students, and managers.*

The Experience Economy

*How to Build Your Personal
Value Currency in the Eyes
of Your Customer*

Discover Your Authority

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Avatar

*Market Oriented Product
Innovation*

Four Faces of a Leader

King James Version, New

King James Version, New

International Version, New

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*Living Translation, Black,
Bonded Leather*

Challenged by the recent economic crisis, the building and construction industry is currently seeking new orientation and strategies. Here mass

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customisation is uncovered as a key strategy in helping to meet this challenge. The term mass customisation denotes an offering that meets the demands of each individual customer, whilst still being produced with mass

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production efficiency. Today mass customisation is emerging from a pilot stage into a scalable and sustainable strategy... The first dedicated publication of its kind, this book provides a forum for the concept within an applied and

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highly innovative context. The book includes contributions from some of the most prominent thinkers and practitioners in the field from across the world, including Kasper S. Vibæk, Steve Kendall, Martin Bechthold,

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Mitchell M. Tseng, and Masa Noguchi. Bringing together this panel of experts who have carried out research both in academia and practice, this book provides an overview of state-of-the-art practice related to the concept of

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customisation and personalisation within the built environment.

This work offers a state-of-the art survey of information systems research on electronic customer relationship management (eCRM). It provides important

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new frameworks derived from current cases and applications in this emerging field. Each chapter takes a collaborative approach to eCRM that goes beyond the analytical and operational perspectives most often taken by

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researchers in the field. Chapters also stress integration with other enterprise information systems. The book is organized in four parts: Part I presents an overview of the role of CRM and eCRM in marketing and supply chain

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management; Part II focuses on the organizational success factors behind eCRM implementation; Part III presents cases of eCRM performance enhancement; and Part IV addresses eCRM issues in business-to-consumer commerce.

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Learn to select appropriate strategic tools and measure the competitiveness of international firms! This essential text addresses important strategic marketing issues and questions in a unique and insightful way.

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Strategic Global Marketing:
Issues and Trends takes on the
standardization vs. adaptation
issue and will familiarize you with
important topics, including
customer value measurement in
highly competitive industries;

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factors influencing export attitudes; qualities necessary for successful international business conduct; distribution channels behavior and regional differences in the way these channels function; and more! Handy

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charts, tables, and figures make the information easy to access and understand. In *Strategic Global Marketing: Issues and Trends*, authors from Israel, the United States, India, Hong Kong, and New Zealand examine the

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usefulness of comparative studies of dominant cultural values in successful international strategy development as well as other specific facets of international marketing strategy, such as: technometrics—a benchmarked

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approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print

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advertisements in the United States and India the marketing roles and functions undertaken by Chinese wholesalers—and the functions they are still reluctant to perform a meta-analysis-tested model of the relationship between

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export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote

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This cutting edge, innovative volume offers the best of current scholarship on feminist perspectives in marketing. Through many exciting and often controversial discussions, it

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highlights and challenges assumptions about women and gender in marketing theory and practice from both historical and current contexts. Key issues and debates include: * the dark side of female consumption * women and

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marketing in Socialist economies *
women and advertising *
ecofeminism and marketing *
gender, marketing and cultural
diversity * marketing, sex and
sexuality. Written by
internationally recognised experts

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in marketing and feminism, this book makes a unique contribution to marketing scholarship.

Managing Global Business

The Complete Evangelical

Parallel Bible

Mass Customisation and

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Personalisation in Architecture
and Construction

A Research Anthology

Memorable Customer
Experiences

Issues and Trends

Music, Movies, Meanings,

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and Markets:

Cinemajazzmatazz focuses on (macro)marketing-related aspects of film music in general and on the cinemusical role of jazz in particular. After a review of

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other work on music in motion pictures, the book explores and illustrates the ways in which on-screen jazz performances contribute to the development of dramatic meanings in various films,

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many of which address the art-versus-commerce theme as a central concern.

Selling a service or a product is about closing deals. As a sales professional, if you don't close, you're not

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*making any money for
yourself or your company.
But closing won't happen
without an approach that
makes you stand out from
the thundering herd of
competition-one that can*

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make you more valuable in the eyes of the customer. In "The Four Faces of Sales," author John Orvos presents a unique, fresh, and practical approach to sales excellence. Drawn from his

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success as a sales leader in his own software company and from the years that followed, Orvos identifies, defines, and provides numerous examples of the four key steps, or faces, of

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*sales-the sleuth, doctor,
quarterback, and hero. His
new sales approach
facilitates success by
building on what's known as
personal value currency in
the eyes of the customer.*

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This guide goes beyond giving you the typical "what to do" and "how to do it" advice. The right skill used at the wrong time will not yield any better results than the wrong skill will. "The Four

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Faces of Sales" explains what skills you need, teaches you how to execute these skills, and ensures you know precisely when to use them. You can create a positive, branded buying experience

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*by taking the right actions at
the right time.*

*This systematically
organized text, now in its
second edition, gives an in-
depth analysis of the
multidimensional aspects of*

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strategic marketing.

*Comprising a harmonious
blend of theoretical aspects
and real-world applications,
the book presents the
framework that governs a
firm's strategic decisions in*

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the area of marketing.

Divided into five parts, the text attempts to provide an explanation and critical analysis of the core concepts that have driven the growth and development of the

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subject for decades. At the same time, emerging concepts that would shape the scope of the subject have also been highlighted. The book is specifically written for the students who

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pursue academic and professional programmes in marketing, management and business studies. KEY FEATURES • Provides case studies in the context of Indian business at the end of

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each chapter to reinforce the understanding of the theory.

- Comprises glossary of terms in addition to chapter-end summary, exercises and references.*
- Emphasizes self-study approach by*

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*explaining complex issues in
a simple and student-friendly
manner. NEW TO THE
SECOND EDITION • Entirely
revamped and updated to
make the book an effective
teaching and learning*

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*resource. • New chapters on
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Strategies', 'Global
Marketing Strategies' and
'Internal Marketing: A Tool
for Implementation'. •
Inclusion of several new*

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*sections throughout the text
as per the latest
development in the field.*

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Marketing MBA •

(Specialisation–Marketing)

Critical Perspectives on

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International Marketing in
the Network Economy
Current issues and research
Foundations of Marketing
International Marketing,
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