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 Proceedings of ICMarTech 2021, Volume 2
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 Concepts, Theories and Cases
 Marketing Management, 6th Edition
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 RELATIONSHIP MARKETING
 Legal Aspects of Business
 Help Your Business Move Up The Ladder
 Marketing Management Asian Perspective
 Ethical and Social Marketing in Asia
 Concepts and Cases

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Business Marketing Sanbun Publishers

In Principles of Marketology, Volume 1: Theory, Aghazadeh explores the definition, origins and framework of a new methodology for helping organizations better understand their market and competition.

Quantitative Techniques in Management, 3e Scientific e-Resources

"This new global edition has retained the integrity of Kotler and Keller's work, with Suzan Burton enhancing this edition to include Australian references, case studies, statistical data and trends, and regulatory bodies and government legislation where appropriate. Suzan Burton from Macquarie University, Australia" --Distributor.

Proceedings of ICMarTech 2021, Volume 2 Business Expert Press

Examining how religion influences the dynamics of consumption in developing nations, this book

illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth.

Springer Nature

As corporations increasingly recognize the benefits of green marketing, the number of projects with important local environmental, economic, and quality-of-life benefits shall increase.

Encouraging the holistic nature of green, moreover, inspires other retailers to push the movement.

Green Marketing as a Positive Driver Toward Business Sustainability is a collection of innovative research on the methods and applications of integrating environmental considerations into all aspects of marketing. While highlighting topics including green consumerism, electronic banking, and sustainability, this book is ideally designed for industrialists, marketers, professionals, engineers, educators, researchers, and scholars seeking current research on green development in regular movement.

Marketing Management in China Routledge

This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarTech 2021), held at University of La Laguna, Tenerife, Spain, during

December 2-4, 2021. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

Rural Tourism and Enterprise Lulu.com

Digitising Enterprise in an Information Age is an effort that focuses on a very vast cluster of Enterprises and their digitising technology involvement and take us through the road map of the implementation process in them, some of them being ICT, Banking, Stock Markets, Textile Industry & ICT, Social Media, Software Quality Assurance, Information Systems Security and Risk Management, Employee Resource Planning etc. It delves on increased instances of cyber spamming and the threat that poses to e-Commerce and Banking and tools that help and Enterprise toward of such threats. To quote Confucius, "As the water shapes itself to the vessel that contains it, so does a wise man adapt himself to circumstances." And the journey of

evolution and progression will continue and institutions and enterprises will continue to become smarter and more and more technology savvy. Enterprises and businesses across all genre and spectrum are trying their level best to adopt to change and move on with the changing requirements of technology and as enterprises and companies upgrade and speed up their digital transformations and move their outdated heirloom systems to the cloud, archaic partners that don't keep up will be left behind. Note: T&F does not sell or distribute the Hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka.

Marketing Management Springer Nature

Marketing Management is designed to cater to syllabi requirements of courses on marketing. Steeped in the core concepts of marketing, the text nonetheless incorporates the latest trends in marketing and showcases many of the path breaking efforts by marketers in recent past. This thoroughly revised 6th edition includes discussion on most widely discussed topics in the subject in recent past. Alongside, the text captures the core concepts comprehensively and follows an application-based approach. Salient Features: • New cases on leading new age organizations such as Hotstar, Oyo, Airbnb, Netflix, Amazon Prime, Uber etc. • New sections on digital marketing, social media marketing, defining brand etc. • Updated and detailed coverage on marketing environment, retail business model, distribution management, organization buying behavior etc. • More engaging and logically driven revised chapter structure • Thoroughly revised chapters focusing on how markets have evolved in recent past

Dimensions in Commerce and Management Pearson Education India

There is a growing interest in firms' adoption of ethical and social marketing approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is often not favourably viewed by Asian countries emphasising collective, social and long term benefits for the people and country. Due to these interesting characteristics and complexities, the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies, geographically based on 'clusters'; North East, (China, Taiwan, Japan, South Korea), South East (Singapore, Malaysia, Thailand, Vietnam, Cambodia, the Philippines, Indonesia) and South Asia (India, Pakistan, Bangladesh). The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia, followed by a conclusion. explores the nature of ethical and social marketing from an Asian perspective discusses current ethical and social marketing researches and practices in different areas, industries, commercial and non-commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics, society and fairness includes an interesting mix of theory, research findings and practices

Green Marketing as a Positive Driver Toward Business Sustainability CRC Press

This edited collection emerged from the need to know how business schools in Asia are inculcating responsible management. Data for the book was sourced from (a) the workshop proceedings of the 6th PRME Asia Forum held in November 2015 and (b) case studies submitted as part of the Forum. Academics from India, China, Philippines, New Zealand, USA and Hong Kong (who taught in Asia) contributed to the workshop / the case studies. The book describes how some Asian business schools are incorporating ethics, social responsibility and sustainability into their curricular and extra-curricular activities. It identifies the challenges faced in providing such education and the implications thereof. In the process, it captures the unique flavour of Asian business schools. Business schools in Asia appear to have introduced several stand-alone courses on ethics and corporate responsibility. They have adopted pedagogies suited to the profile of their students. Many have promoted a concern for the poor through volunteering, projects or internships with NGOs. However, few have made responsible management a central part of their business school curriculum. Greater integration of responsible management into the curriculum requires supportive administrative policies, greater cross-functional interaction and the development of context-appropriate learning materials.

Microfinance and Sustainable Development in Africa Pearson Education India

Innovation is the key to success in any business, and is the only way to surpass competition. An innovative concept can lead to the development of a new product. This comprehensive book explains how an innovative idea or a concept, if executed properly, can create the best product in the market. The book presents a framework for a new product development, laying emphasis on generic concepts and processes, which are useful and profitable for small and large organizations including the multinationals. The book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields. It also provides a mathematical formula for students to calculate sales-estimation of first-time-sales of a new product. The Ten Case Studies on real-life products from the Indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product.

An Asian Case Book CABI

Advertising research is a systematic process of marketing research conducted to improve the efficiency of advertising. Advertising and media research explains the complexities of planning in a fast-moving non-complex style. As we enter the new century of transformed advertising techniques and marketing challenges. Research is to find out something new, and advertising research is to find out how advertising works effectively and guide in making effective advertising decisions. There are various kinds of advertising research, and these include pre-testing, post-testing, campaign research, and measuring advertising effectiveness. Advertising follows logically after listening to consumer requirements, introducing productive conditions, distributing the goods. However, the actual sequence - and emphasis deriving from the diverse sub-cultures - can be quite differentiated. The effects of the different mass media on social, psychological and physical aspects. Research survey that segments the people based on what television programs they watch, radio they listen and magazines they read. Media research makes use of scientific methods of research. It aims at providing an objective, unbiased evaluation of data. First the research problem is identified, and then a prescribed set of procedures of research is followed to investigate the problem. Only thereafter comes report of the findings. This book is more catered to readers who have no background on the media. It is more informational than instructional. It's great if you are looking into learning about how the media works per se but not if you are concerned about effectively positioning your products in the market.

Some Voices From Asia McGraw-Hill Education

This book gathers a collection of high-quality peer-reviewed research papers presented at International Conference on Cyber Intelligence and Information Retrieval (CIIR 2021), held at Institute of Engineering & Management, Kolkata, India during 20–21 May 2021. The book covers research papers in the field of privacy and security in the cloud, data loss prevention and recovery, high-performance networks, network security and cryptography, image and signal processing, artificial immune systems, information and network security, data science techniques and applications, data warehousing and data mining, data mining in dynamic environment, higher-order neural computing, rough set and fuzzy set theory, and nature-inspired computing techniques.

5 Elements of Organizational Excellence Springer

In a short time span, social media has transformed communication, as well as the way consumers buy, live and utilize products and services. Understanding the perspectives of both consumers and marketers can help organizations to design, develop and implement better social media marketing strategies. However, academic research on social media marketing has not kept pace with the practical applications and this has led to a critical void in social media literature. This new text expertly bridges that void. Contemporary Issues in Social Media provides the most cutting edge findings in social media marketing, through original chapters from a range of the world's leading specialists in the area. Topics include: • The consumer journey in a social media world • Social media and customer relationship management (CRM) • Social media marketing goals and objectives • Social media and recruitment • Microblogging strategy And many more. The book is ideal for students of social media marketing, social media marketing professionals, researchers and academicians who are interested in knowing more about social media marketing. The book will also become a reference resource for those organizations which want to use social media marketing for their brands.

Marketing and Smart Technologies Tata McGraw-Hill Education

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist

for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab-Pearson's online tutorial and assessment platform. 0133764044 / 9780133764048 Marketing Management Plus 2014 MyMarketingLab with Pearson eText -- Access Card Package Package consists of: 0132102927 / 9780132102926 Marketing Management 0133766721 / 9780133766721 2014 MyMarketingLab with Pearson eText -- Access Card -- for Marketing Management

Services Marketing: Text and Cases, 2/e PHI Learning Pvt. Ltd.

This handbook analyzes the main issues in the field of hospitality marketing by focusing on past, present and future challenges and trends from a multidisciplinary global perspective. The book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry. Parts I and II define and examine the main hospitality marketing concepts and methodologies. Part III offers a comprehensive review of the development of hospitality marketing over the years. The remaining parts (IV-IX) address key cutting-edge marketing issues such as innovation in hospitality, sustainability, social media, peer-to-peer applications, Web 3.0 etc. in a wide variety of hospitality settings. In addition, this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry's past mistakes as well as future opportunities. The handbook is international in its constitution as it attempts to examine marketing issues, challenges and trends globally, drawing on the knowledge of experts from around the world. Because of the nature of hospitality, which often makes it inseparable from other industries such as tourism, events, sports and even retail, the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management, human resources, technology, consumer behavior and anthropology.

Methodology of Business Studies McGraw-Hill Education

The use of microfinance for poverty reduction and economic development in the developing world is growing. However, this concept needs to be expanded to ensure its successful application for achieving longer-term economic growth and sustainability in developing countries, particularly in parts of the world such as Africa. As such, further research into the relationship between microfinance and sustainable development in developing regions is required to fully understand the opportunities for effective use of microfinance for poverty reduction and economic development. Microfinance and Sustainable Development in Africa examines the complex relationship between receipt of microfinance, poverty reduction, economic growth, and microbusiness development, focusing on the provision of small credit facilities as a driver of sustainable development in Africa. Its coverage of topics such as microbusiness, social finance, and sustainable development make this book an ideal reference source for academicians, researchers, government officials, policymakers, organizations, managers, instructors, and students.

Marketing Management Pearson College Division

The tourism industry in India is one of them most profitable industries in the country and contributes substantially to foreign exchange. Tourism Marketing deals exhaustively with the subject. It is based on a well researched structure of marketing and international research in tourism. Special care has been taken to give the book a global touch. It covers almost all prominent international destinations.

Routledge Handbook of Hospitality Marketing Pearson Education India

The book would serve as a standard textbook on the subject of Industrial Marketing, and thus, will be useful for students of management. This book is aimed at providing better conceptual understanding of the industrial marketing, as well as, enhancing the skills required in its practice.

The book begins with the review of fundamentals of marketing, concepts in industrial marketing, industrial marketing environment, gathering market intelligence, organisational buying behaviour, and segmentation and positioning in industrial marketing. Then, it goes on to give an insightful analysis of product mix, price mix, marketing channels, marketing control, and project marketing. The text concludes with a discussion on commercial terms, clauses and documents involved in the practice of industrial marketing. The text provides eleven case studies which lend a practical flavour to it, and illustrate the concepts discussed. Key Features

- Shows the importance and selection criteria of marketing channels.
- Explains commercial clauses and contents of documents.
- Explains difference between product marketing and project marketing.
- Provides questions at the end of every chapter. Interspersed with real-life examples, this book should also

prove very handy to the practicing manager. New to this edition

- Four new chapters, namely, Review of Marketing Fundamentals, Industrial Marketing Environment, Negotiating Sales Deals and Key Account Management have been added.
- Keeping in mind the importance of case studies for both the students, as well as, practitioners, four new cases have also been added in this edition.
- Besides, material is added in most of the chapters to discuss some topics in more detail, or some sub-topic which were missing in the earlier edition.
- Problem questions added at the end of the chapters will help the students to understand the practical applications of marketing concepts in real business world.
- The concepts are supported by real-life examples, diagrams and tables to reinforce the understanding of the subject-matter.

Rural Management Tata McGraw-Hill Education

Marketing and management processes across industries can be very similar, but contexts vary where political intervention, public interest and local sustainability are involved. The rural business setting is especially intricate due to the assortment of different business opportunities, ranging from traditional agriculture, to tourism enterprise and even high-tech business. Including pedagogical features and full colour throughout, this new textbook provides an engaging and thought-provoking resource for students and practitioners of tourism, rural business and related industries.

Marketing Management Avisha Prakashan

The content for this book has been carefully selected and organized to provide an integrated learning approach to business studies.

Best Sellers - Books :

- [Why A Daughter Needs A Dad: Celebrate Your Father Daughter Bond This Father's Day With This Special Picture Book! \(always In](#)
- [Leigh Howard And The Ghosts Of Simmons-pierce Manor By Shawn M. Warner](#)
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- [The Untethered Soul: The Journey Beyond Yourself](#)
- [Adult Children Of Emotionally Immature Parents: How To Heal From Distant, Rejecting, Or Self-involved Parents By Lindsay C. Gibson Psyd](#)
- [Killers Of The Flower Moon: The Osage Murders And The Birth Of The Fbi By David Grann](#)
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- [How To Catch A Leprechaun](#)
- [Feel-good Productivity: How To Do More Of What Matters To You](#)
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