

Marketing Management A South Asian Perspective 14th

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Marketing Management - Philip Kotler 2016

"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.

Marketing Management - Philip Kotler 2012

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

Green Business: Concepts, Methodologies, Tools, and Applications

- Management Association, Information Resources 2019-02-01

The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors. In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. Green Business: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations. Highlighting a range of topics such as corporate sustainability, green enterprises, and circular economy, this multi-volume book is ideally designed for business executives, business and marketing professionals, business managers, academicians, and researchers actively involved in the business industry.

Target 3 Billion - A P J Abdul Kalam 2011-11-01

With 750 million people living in villages, India has the largest rural population in the world. Based on his Indian experience, Dr Kalam recommends a sustainable and inclusive development system called PURA—Providing Urban Amenities in Rural Areas—to uplift the rural masses not by subsidies but through entrepreneurship with community participation. To make his case, Dr Kalam cites the examples of individuals and institutions, in India and from across the world, who, with an entrepreneurial spirit and a burning desire to make a difference, have successfully generated and tapped into the potential of the rural masses. Fabio Luiz de Oliveira Rosa changed the face of the rural district of Palmares, Brazil, by acquiring for the farmers access to electricity and water, which effect combined with better agricultural methods led to an increase in prosperity and stemmed the migration to the cities The 123-strong Magar clan owned Magarpatta, a 430-acre plot on the outskirts of Pune, Maharashtra. In the 1990s, they organized and set up the Magarpatta city which is now home to over 35,000 residents and a working population of 65,000, and boasts of an IT park.

Marketing Management - Philip Kotler 2003

Business Environment - A.C. Fernando 2011

Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector - Panwar, Upendra Singh 2016-04-11

Economic growth is directly impacted by a multitude of different industries; in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic. The Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

Operations Management for Social Good - Adriana Leiras 2019-10-14

This volume showcases the presentations and discussions delivered at the 2018 POMS International Conference in Rio. Through a collection of selected papers, it is possible to review the impact and application of operations management for social good, with contributions across a wide range of topics, including: humanitarian operations and crisis management, healthcare operations management, sustainable operations, artificial intelligence and data analytics in operations, product innovation and technology in operations management, marketing and operations management, service operations and servitization, logistics and supply chain management, resilience and risk in operations, defense, and tourism among other emerging Operations Management issues. The Production and Operations Management Society (POMS) is one of the most important and influential societies in the subject of Production Engineering and, as an international professional and academic organization, represents the interests of professionals and academics in production management and operations around the world. Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace - Rathore, Sumangla 2015-08-28

With the growth of information technology—and the Internet in particular—many new communication channels and platforms have emerged. These platforms are focused on being not only user friendly, but also highly interactive, providing many unique ways to create and distribute content. Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace explores the way these new channels and platforms affect our everyday interactions, particularly as they relate to meaning, growth, and recent trends, practices, issues, and challenges surrounding the world of modern marketing. Featuring a special emphasis on social media, blogging, viral marketing, and other forms of e-communication, this timely reference source is essential for students, researchers, academics, and marketing practitioners.

Proceedings of the Eleventh International Conference on Management Science and Engineering Management - Jiuping Xu 2017-06-27

This book is organized in 2 volumes and 6 parts. Part I is Big Data Analytics, which is about new advances of analysis, statistics, coordination and data mining of big data; Part II is Information Systems Management, which is about the development of big data information system or cloud platform. Part III is Computing Methodology with Big Data, which is about the improvements of traditional computation technologies in the background of big data; Part IV is Uncertainty Decision Making, which is about the decision making methods with various uncertain information, such as fuzzy, random, rough, gray, unascertained. Part V is Intelligence Algorithm. Part VI is Data Security, which is a particularly important aspect in the modern management environment.

The Art and Science of Marketing - Grahame R. Dowling 2004

The book blends the art of marketing (implementing programs to attain and retain customers) with the science of marketing (what we know from research about markets, customer behaviour, et cetera) to provide insight for marketing managers about how to implement marketing more effectively to both create and capture the value of the offers they make to their target customers. In the process it questions the usefulness of some of the more recent marketing fads. Clearly written and presented the book is ideal for advanced and professional students of marketing, as well as marketing professionals.

Geo-economic Perspectives in the Global Environment - Faisal Ahmed 2022-12-30

The Covid-19 pandemic brought about significant changes in the world order. It not only reshaped the global geopolitical architecture but also created newer challenges and opportunities for international trade and businesses. This book deliberates on these new global realities through a multidisciplinary perspective. It delves into various key issues pertaining to finance, infrastructure, policy, geostrategy, and entrepreneurship in

the Indian context. The volume discusses themes such as geostrategic shifts and their impact on the Indo-Pacific region, the effects of Covid-19 on international and economic security, India-China bilateral ties, FDI spill over on domestic firms, entrepreneurship education in India, and the Thai Canal project. Rich in insights on various geo-economic perspectives that continue to shape the global business environment, the book will be useful for students and scholars of sociology, business management, business economics, international trade, geopolitics, international relations, political sociology, and political studies. It will serve as a useful reference for academics, researchers, think tanks, industry professionals, and policymakers.

Marketing Management Asian Perspective - Philip Kotler 2016-04

Strategic Innovative Marketing and Tourism - Androniki Kavoura 2020-03-09

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2019, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

Soft Computing for Problem Solving - Kedar Nath Das 2019-11-27

This two-volume book presents the outcomes of the 8th International Conference on Soft Computing for Problem Solving, SocProS 2018. This conference was a joint technical collaboration between the Soft Computing Research Society, Liverpool Hope University (UK), and Vellore Institute of Technology (India), and brought together researchers, engineers and practitioners to discuss thought-provoking developments and challenges in order to select potential future directions. The book highlights the latest advances and innovations in the interdisciplinary areas of soft computing, including original research papers on algorithms (artificial immune systems, artificial neural networks, genetic algorithms, genetic programming, and particle swarm optimization) and applications (control systems, data mining and clustering, finance, weather forecasting, game theory, business and forecasting applications). It offers a valuable resource for both young and experienced researchers dealing with complex and intricate real-world problems that are difficult to solve using traditional methods.

Responsible Management Education - Ranjini Swamy 2017-10-04

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.

Practical Food Safety - Rajeev Bhat 2014-03-31

The past few years have witnessed an upsurge in incidences relating to food safety issues, which are all attributed to different factors. Today, with the increase in knowledge and available databases on food safety issues, the world is witnessing tremendous efforts towards the

development of new, economical and environmentally-friendly techniques for maintaining the quality of perishable foods and agro-based commodities. The intensification of food safety concerns reflects a major global awareness of foods in world trade. Several recommendations have been put forward by various world governing bodies and committees to solve food safety issues, which are all mainly targeted at benefiting consumers. In addition, economic losses and instability to a particular nation or region caused by food safety issues can be huge. Various 'non-dependent' risk factors can be involved with regard to food safety in a wide range of food commodities such as fresh fruits, vegetables, seafood, poultry, meat and meat products. Additionally, food safety issues involves a wide array of issues including processed foods, packaging, post-harvest preservation, microbial growth and spoilage, food poisoning, handling at the manufacturing units, food additives, presence of banned chemicals and drugs, and more. Rapid change in climatic conditions is also playing a pivotal role with regard to food safety issues, and increasing the anxiety about our ability to feed the world safely. Practical Food Safety: Contemporary Issues and Future Directions takes a multi-faceted approach to the subject of food safety, covering various aspects ranging from microbiological to chemical issues, and from basic knowledge to future perspectives. This is a book exclusively designed to simultaneously encourage consideration of the present knowledge and future possibilities of food safety. This book also covers the classic topics required for all books on food safety, and encompasses the most recent updates in the field. Leading researchers have addressed new issues and have put forth novel research findings that will affect the world in the future, and suggesting how these should be faced. This book will be useful for researchers engaged in the field of food science and food safety, food industry personnel engaged in safety aspects, and governmental and non-governmental agencies involved in establishing guidelines towards establishing safety measures for food and agricultural commodities.

Market Your Way to Growth - Philip Kotler 2012-12-26

Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters. With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. Market Your Way to Growth presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industry. Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by "the 4 Ps of marketing" and author of the books Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among others Milton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of A Clear-sighted View of Chinese Marketing, and a frequent contributor to the China business press.

Business Marketing Management - Michael D. Hutt 2014

"Reflecting the latest trends and issues, the new Europe, Middle East & Africa Edition of Business Marketing Management: B2B delivers comprehensive, cutting-edge coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet." --Cengage website.

Principles of Marketing, An Asian Perspective - Philip Kotler 2017-05-03

For Principles of 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 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 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 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 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. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Green Marketing as a Positive Driver Toward Business Sustainability - Naidoo, Vannie 2019-07-26

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.

Health care system and Health care delivery in India - Opportunities and Challenges - Dr A Bhooma Devi

The Asian Economic Catharsis - Frank-Jürgen Richter 2000

The current Asian economic crisis has shattered the belief that Asian ways of management are superior to Western ways. To survive, Asian firms are rethinking their entire approach to managing--and in his latest edited book, Richter, with his contributing authors, provides a sharply focused analysis of how this happened. They detail developments in both the theory and practice of Asian ways of management, analyze the crisis and its impact on Asian firms and business, predict the future of Asian business organization, and offer emerging models for business with their Western counterparts. An important source of fact and interpretation for professionals in multinational organizations and for academics and upper-level students of international business.

Principles of Marketing - Gary M. Armstrong 2018

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Tourism Marketing - Dasgupta Devashish 2011

Management Practices - Opportunities and Challenges - BSR Moorthy, Dr Siva Kumar

Strategic Marketing Management in Asia - Syed Saad Andaleeb 2016-12-22

With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.

Ethical and Social Marketing in Asia - Bang Nguyen 2015-02-16

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

Entrepreneurial Complexity - Matthias Dehmer 2019-02-25

Entrepreneurial Complexity: Methods and Applications deals with theoretical and practical results of Entrepreneurial Sciences and Management (ESM), emphasising qualitative and quantitative methods. ESM has been a modern and exciting research field in which methods from various disciplines have been applied. However, the existing body of literature lacks the proper use of mathematical and formal models; individuals who perform research in this broad interdisciplinary area have been trained differently. In particular, they are not used to solving business-oriented problems mathematically. This book utilises formal techniques in ESM as an advantage for developing theories and models which are falsifiable. Features Discusses methods for defining and measuring complexity in entrepreneurial sciences Summarises new technologies and innovation-based techniques in entrepreneurial sciences Outlines new formal methods and complexity-models for entrepreneurship To date no book has been dedicated exclusively to use formal models in Entrepreneurial Sciences and Management

Services Marketing - K. Rama Moahana Rao 2011

CSR and Socially Responsible Investing Strategies in

Transitioning and Emerging Economies - Kuna-Marsza?ek, Anetta 2020-01-17

One of the most important activities of enterprises today is responsible entrepreneurship. Corporate social responsibility (CSR) activities can help to forge a stronger bond between employees and corporations, can boost morale, and can help both employees and employers feel more connected with the world around them. Moreover, the growing importance of this concept results from the fact that it is perceived as an effective tool for increasing competitiveness, improving the image of the company, or contributing to the generation of higher profits. In today's world, an active commitment to social responsibility is becoming more common for a company. CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies is an essential reference source that identifies the scale and scope of implementation of CSR and socially responsible investing strategies and standards in companies operating in different transitioning and emerging economies as well as assessing the global effects of these activities. Featuring research on topics such as economic growth, responsible investing, and business ethics, this book is ideally designed for managers, executives, directors, corporate professionals, government officials, industry leaders, academicians, students, and researchers in the fields of international economics, international business, marketing, finance management, and public relations.

" *Brand Perception among Rural and Urban Consumers*" - Dr. Pramod H. Patil 2022-08-30

The Fast Moving Consumer Goods (FMCG) sector is a cornerstone of the Indian economy and it touches every aspect of human life. It is the fourth largest sector and an important contributor to the Indian economy. This industry is volume-driven and characterized by low margins; it mainly deals with the production, distribution, and marketing of consumer packaged goods and is therefore alternatively called the CPG (Consumer Packaged Goods) industry. The industry is also engaged in the operations, supply chain, and general management of these goods. The FMCG industry provides a wide range of consumables and, therefore, the

amount of money circulated against FMCG products is also very high.

Marketing and Smart Technologies - José Luís Reis 2022-03-14

This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarkTech 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.

Marketing Management - Philip Kotler 2021-04-09

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For undergraduate and graduate courses in marketing management. The gold standard for today's marketing management student The world of marketing is changing every day -- and in order for students to have a competitive edge, they need a text that reflects the best and most recent marketing theory and practices. Marketing Management collectively uses a managerial orientation, an analytical approach, a multidisciplinary perspective, universal applications, and balanced coverage to distinguish it from all other marketing management texts out there. Unsurpassed in its breadth, depth, and relevance, the 16th Edition features a streamlined organization of the content, updated material, and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2018-01-05

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Principles of Marketology, Volume 1 - H. Aghazadeh 2016-04-29

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.

Services Marketing: - Rao

The second edition of *Services Marketing*, with an enhanced conceptual foundation, meets this requirement of students, managers and marketing professionals. The enhanced pedagogy and coverage in this edition in conjunction with the lucid and pithy style of the author make this book perfect for students of business administration, commerce and management.

Entrepreneurship in India - Deependra Sharma 2022-10-06

This book introduces readers and students to the entrepreneurial process. It is important as evidence has suggested that the probability of entrepreneurs' success enhances when they thoroughly appreciate the components of the entrepreneurial process as well as how to effectively use them. The fact that nearly 33 percent of new firms fail within the first two years while twenty percent fail within four to five years of their existence makes it evident that while many people are highly motivated to start new firms, motivation alone is not sufficient, rather it should be coupled with relevant information, a strong business idea, a well-crafted business plan, and sound execution to maximize chances for success. This work offers an insightful and a practical guide to the process of launching and growing an entrepreneurial organisation with success. It will therefore serve as an important resource to students of Entrepreneurship and to anyone interested in the field, academically or practically.

International Marketing: An Asia-Pacific Perspective - Richard Fletcher 2013-08-28

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. *International Marketing, 6e* clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Emerging Trends in Global Management and Information Technology - Dr. Ketaki Sheth 2019-11-20

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book covers thirty four papers covering the emerging trends in global management and information technology. This book will be very useful for all those are interested in issues related to global management and information technology.