International Marketing - Case studies - Citavi


Cover


Abstract
International Perspectives of Festivals and Events addresses contemporary issues concerning the potential of festivals and events to produce economic, social, cultural and community benefits. Incorporating a range of international perspectives, the book provides the reader with a global look at current trends and topics, which have until now, been underrepresented by current literature. International Perspectives of Festivals and Events includes a broad range of research, case studies and examples from well-known scholars in the field, to form a unified volume which informs the reader of the current status of festivals and events around the world. In a fast-moving industry where new theory and practice is implemented rapidly, this is essential reading for any advanced student or researcher in festivals and events.

* Provides a contemporary look at the current issues in the field *
* Expertly edited and contributed to by an international group of subject specialists *
* Advances and emphasises the interrelationship of multidisciplinary academic approaches, contexts and research methodologies in festivals and events.


Cover

Abstract
Lehmanns Fachbuchhandlung: Addresses contemporary issues concerning the potential of festivals and events to produce economic, social, cultural and community benefits. This book provides readers with a global look at the trends and topics. It is suitable for advanced students and researchers in festivals and events. Schlagworte: Advances in Tourism Research

Abstract
Lehmanns Fachbuchhandlung: This book is a must read for all those interested in building successful global brands and for all those interested in China and Chinese companies - A strange combination? No. Based on extensive research and interviews with Lenovo, Haier, TCL, Hisense and key decision makers worldwide, Sandra Bell gives reasons and identifies a Chinese way of international brand management. She reveals:- Who are Chinese branded companies? Where are they coming from, where are they heading for? What are their strengths and weaknesses regarding branding, marketing and going global?- How does an appropriate brand strategy look like, when Chinese branded companies enter developed markets in the US and Western Europe? What can they learn from successful brands from Japan and Korea?- How have Lenovo, Haier, TCL and Hisense entered the US and Western European markets so far? To what extend have they followed the recommended brand approach. What did they decide differently and why?Read the book and discover yourself.


Abstract
Lehmanns Fachbuchhandlung: World-class marketing practitioners share their expertise on all aspects of marketing, providing a real world perspective on essential information all marketing executives, business owners, entrepreneurs, students of marketing, and anyone interested in world-class success need to know.

Lehmanns Fachbuchhandlung: This much needed text will provide information regarding the introduction, making and machine the industry calls Fashion Marketing.

Abstract

Lehmanns Fachbuchhandlung: Deals with the topic of relationship marketing in a sports context by discussing and reformulating the principles of relationship marketing and by demonstrating how relationship marketing can be successfully applied in practice within a sports context. This book includes case studies from around the world to provide a global approach. Schlagworte: Sports Marketing.

**Abstract**

Lehmanns Fachbuchhandlung: Businesses are seeing less ROI from their advertising and marketing dollars. The Digital Handshake explains why and instructs what to do about it in an easy to understand, practical manner.

Devereux, Mary M.; Peirson-Smith, Anne (2009): Public Relations in Asia Pacific: Communicating Effectively Across Cultures. Communicating Effectively Across Cultures: John Wiley and Sons Ltd.

Lehmanns Fachbuchhandlung: Shows the growing professionalism in the practice of public relations in Asia Pacific region, the world's fastest expanding economy. This book provides an overview of the essential concepts and skills of public relations as well as specific case studies which illustrate tactical uses of public relations across a wide range of issues and countries.


"This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing"--


Abstract
Lehmanns Fachbuchhandlung: Women are the most financially attractive target audience and buy the majority of products and services, so improving the way we market to women is the easiest and most effective business growth strategy. This book dispels the traditional stereotypes about women as consumers and creates a clear business case for marketing to women.

French, Jeff; Reynolds, Lucy; Merritt, Rowena (2011): Social Marketing Casebook: SAGE Publications Ltd.
Abstract
Lehmanns Fachbuchhandlung: Brings together for the first time a dedicated collection of social marketing case studies and vignettes from around the world.


Hall, Michael (2011): Tourism and Social Marketing: Taylor & Francis Ltd.


Abstract

Lehmanns Fachbuchhandlung: Contains what you need to start and run your own business. This book covers various aspects of starting up - from developing a business idea and setting up a company to marketing your new business, getting that first sale and making the most of the tech developments. It also includes offers from some of the leading brands for small business.


Abstract

Lehmanns Fachbuchhandlung: With project management becoming an increasingly global endeavour, a comprehensive and international student text that reflects this reality such as this one is essential.


This new edition of the bestselling guide on marketing for museums is thoroughly updated, addressing the growing impact of technology, shifts in museum branding and marketing strategy, and also adds international case studies.


Explores how companies should think of ASEAN as one borderless market that requires different marketing strategies to capture. This title offers fresh perspectives to marketers all over the region on the upcoming trends of regionalization that can cause significant changes in future marketing activities.

Kozak, Metin; Gnoth, Juergen; Andreu, Luisa L. A. (Hg.) (2009): Advances in Tourism Destination Marketing: Taylor & Francis Ltd.

Presents insight into the operational opportunities, challenges and constraints in managing Tourism Destination Marketing. This book offers a review of a range of aspects related to marketing tourism products including networks in destinations, consumer experiences in destinations, destination branding, and destination image. Schlagworte: Routledge Advances in Tourism


Lehmanns Fachbuchhandlung: Marketing in Today's Wired World alerts you to the many profitable and clever ways you can use email, txt, video and audio messages to boost revenues, recruit new business, cut costs, improve customer service and leapfrog in front of your competition.

Lehmanns Fachbuchhandlung: Strategic International Marketing collates the most recent ideas, trends and original research in the theory and practice of global marketing strategy and tactics. Straightforward language and illustrative case studies feature throughout this text from the leading thinkers in the international marketing field.

Lehmanns Fachbuchhandlung: Intends to guide and support readers through the complexities of tourism marketing in the 21st C. This title sets out explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications practised in the modern visitor economy.
Lehman's Fachbuchhandlung: Usually, a country brand is not focused, resulting in unsuccessful place branding. It is possible to successfully raise your national identity to the level of an attractive brand. Building a country brand is an investment, with strong positive returns. This book will guide you along the path to building a successful brand.


Lehmann's Fachbuchhandlung: This book offers a broad perspective on issues relating to the sourcing of systems and business processes in a national and global context, examining the client's and the vendor's involvement in sourcing relationships by putting the emphasis on the capabilities that each side should develop as a result of their interactions with each other.


Lehmann's Fachbuchhandlung: Argues that the primary exploitable characteristic of emerging markets is the lack of institutions (credit-card systems, intellectual-property adjudication, data research firms) that facilitate efficient business operations. This book is suitable for the companies seeking to define and execute business strategy in developing economies.

Lehmanns Fachbuchhandlung: Introduction to Marketing provides an accessible introduction to the principles of marketing, presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies.


Lehmanns Fachbuchhandlung: Multiculturalism has significant implications for inter-organizational relations in the context of international marketing. These issues are addressed in this volume, which examines these critical multicultural marketing issues at various geographic national, regional, and global levels. This book provides an overview of multicultural marketing. Schlagworte: New Perspectives in Marketing

Robinson, Peter; Wale, Debra; Dickson, Geoff (Hg.) (2010): Events Management: CABI Publishing.

Lehmanns Fachbuchhandlung: Event management studies are fast growing in popularity. This textbook covers the different elements of planning, project management, health and safety, funding, operations, human resources, marketing and logistics that are vital for successful management. It also discusses issues such as impacts, sustainability and legacy of events. Schlagworte: CABI Tourism Texts

Rowley, Chris; Truong, Quang (Hg.) (2009): The Changing Face of Vietnamese Management: Taylor & Francis Ebooks.

Rowley, Chris; Truong, Quang (Hg.) (2010): The Changing Face of Vietnamese Management: Taylor & Francis Ltd.

Lehmanns Fachbuchhandlung: This is a systematic introduction to marketing issues for sport management students as well as practising sport administrators. Integrating the unique characteristics of sport with traditional marketing theory, it presents a framework of strategic decision-making.


Lehmanns Fachbuchhandlung: A timely guidebook providing a practical, behavior-based framework and techniques for understanding and managing a global workforce.


Lehmanns Fachbuchhandlung: Doing business in Europe is increasingly becoming an everyday reality for many companies, not only large corporations, but also small and medium-sized enterprises. This book offers students a practical introduction to how to create, manage and develop business opportunities in the European Union.


Lehmanns Fachbuchhandlung: Examines trends in advertising. Through 50 international case studies of fresh and iconic advertising campaigns, this title identifies why they were successful and analyses their contribution to the continued development of advertising.

Abstract Lehmanns Fachbuchhandlung: This is an important study of the publishing of contemporary writing in Britain, now available in paperback for the first time. It analyzes the changing social, economic and cultural environment of the publishing industry in the 1990s-2000s, and investigates its impact on genre, authorship and reading.


Stonehouse, George; Hamill, Jim; Campbell, David (2010): Global and Transnational Business: Strategy and Management: John Wiley and Sons Ltd.


Cover

Abstract Lehmanns Fachbuchhandlung: Generation Y (13-29 year olds) are the most marketing savvy and advertising critical generation ever. But what drives them and how do you develop the right brand strategies to reach this critical generation? This title reveals what drives Generation Y. It provides insights into the consumer psychology and behaviour of ‘the Millennials’.