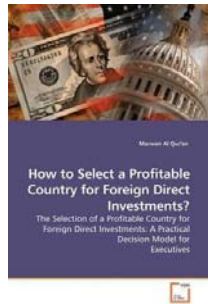


International Brand Management of Chinese Companies. Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and Western European Markets (2008). Heidelberg: Physica-Verlag Heidelberg.

Dynamics of International Advertising. Theoretical and Practical Perspectives (2010): Lang, Peter New York.

Al Qur'an, Marwan (2009): How to Select a Profitable Country for Foreign Direct Investments. The Selection of a Profitable Country for Foreign Direct Investments: A Practical Decision Model for Executives: VDM Verlag Dr. Müller.

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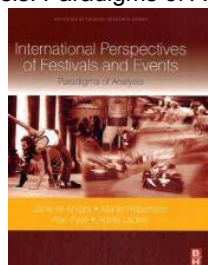
Ali-Knight, Jane (2009): International perspectives of festivals and events. Paradigms of analysis. (Advances in tourism research series). Online verfügbar unter <http://site.ebrary.com/lib/librarytitles/Doc?id=10259076> / <http://www.sciencedirect.com/science/book/9780080451008>.

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.

Ali-Knight, Jane; Robertson, Martin; Fyall, Alan, et al. (Hg.) (2008): International Perspectives of Festivals and Events: Paradigms of Analysis. Paradigms of Analysis: Elsevier Science & Technology.

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

Ambler, Tim; Witzel, Morgen; Xi, Chao (2008): Doing Business in China: Taylor & Francis Ebooks.

International Marketing-Case studies - Citavi

Anwar, Syed Ferhat; Dholakia, Ruby Roy (2010): Marketing Practices in Developing Economy Cases from South Asia: PHI Learning.

Bell, Sandra (2008): International Brand Management of Chinese Companies. Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and Western European Markets. Heidelberg: Physica-Verlag Heidelberg (Contributions to Economics).

Bell, Sandra (2010): International Brand Management of Chinese Companies. Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and Western European Markets: Physica-Verlag.

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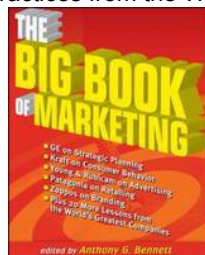


Abstract

Lehmans 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 extent have they followed the recommended brand approach. What did they decide differently and why? Read the book and discover yourself.

Bennett, Anthony G. (2010): The Big Book of Marketing: Lessons and Practices from the World's Greatest Companies. Lessons and Practices from the Worlds Greatest Companies: McGraw-Hill Professional.

Cover



Abstract

Lehmans 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.

Bickle, Marianne (2010): Fashion Marketing: Theory, Principles and Practice. Theory, Principles and Practice: A & C Black Publishers Ltd.

Cover

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Abstract

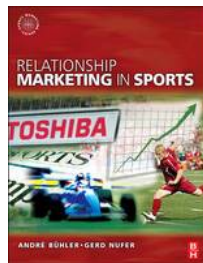
Lehmanns Fachbuchhandlung: This much needed text will provide information regarding the introduction, making and machine the industry calls Fashion Marketing.

Bridgewater, Sue (2010): Football Brands: Palgrave Macmillan (Digital).

Bronner, Kai; Hirt, Rainer (Hg.) (2008): Audio Branding - Brands, Sound and Communication: Fischer, Reinhard.

Buhler, Andre; Chadwick, Simon; Nufer, Gerd (2009): Relationship Marketing in Sports: Elsevier Science & Technology.

Cover

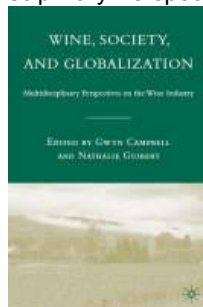


Abstract

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

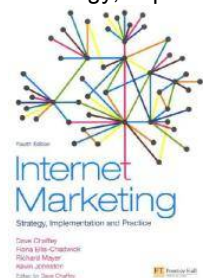
Campbell, Gwyn; Guibert, Nathalie (Hg.) (2008): Wine, Society, and Globalization: Multidisciplinary Perspectives on the Wine Industry. Multidisciplinary Perspectives on the Wine Industry: Palgrave USA.

Cover



Chaffey, Dave; Ellis-Chadwick, Fiona; Johnston, Kevin; Mayer, Richard (2008): Internet Marketing: Strategy, Implementation and Practice. Strategy, Implementation and Practice: Pearson Education Limited.

Cover



International Marketing-Case studies - Citavi

Chaney, Paul (2009): *The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media*. Seven Proven Strategies to Grow Your Business Using Social Media: John Wiley and Sons Ltd.

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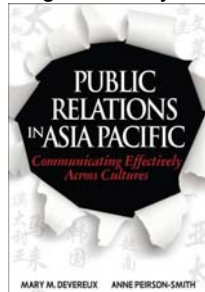


Abstract

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.

Cover



Abstract

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.

Donovan, Rob; Henley, Nadine (2010): *Principles and practice of social marketing. An international perspective*. 2nd ed. Cambridge, New York: Cambridge University Press.

Abstract

"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"--

Doole, Isobel; Lowe, Robin (2008): *International marketing strategy. Analysis, development and implementation*. 5. ed. London: South-Western.

Ellwood, Iain; Shekar, S. (2008): *Wonder Woman. Marketing Secrets for the Trillion Dollar Customer*: Palgrave Macmillan.

Cover



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.

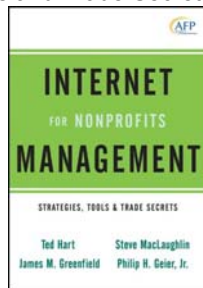
Hall, C. Michael; Mitchell, Richard (2008): Wine Marketing: A Practical Guide. A Practical Guide: Elsevier Science & Technology.

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

Hamilton, Leslie; Webster, Philip (2009): The international business environment. Oxford: Oxford Univ. Press.

Hart, Ted; Greenfield, James M.; MacLaughlin, Steve; Geier, Philip H. (2010): Internet Management for Nonprofits: Strategies, Tools and Trade Secrets. Strategies, Tools and Trade Secrets: John Wiley and Sons Ltd.

Cover



Abstract

Lehmanns Fachbuchhandlung: * The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest with their sparse resources in attempting, and failing, to keep pace with for-profit companies, with the result that most now cannot compete with new commercial products and commercial applications. Schlagworte: AFP/Wiley Fund Development S.

Healey, Matthew (2010): Deconstructing Logo Design: 300+ International Logos Analysed and Explained. 300+ International Logos Analysed and Explained: Rotovision.

Cover



Hipsher, Scott A. (2009): Business Practices in Southeast Asia: An Interdisciplinary Analysis of Theravada

International Marketing-Case studies - Citavi

Buddhist Countries. An Interdisciplinary Analysis of Theravada Buddhist Countries: Taylor & Francis Ebooks.

Jennifer, Lees-Marshment (2009): Political Marketing: Principles and Applications. Principles and Applications: Taylor & Francis Group.

Jones, Emma (2011): The Start-Up Kit: Everything You Need to Start a Small Business. Everything You Need to Start a Small Business: Brightword Publishing.

Cover



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.

Kirpalani, V. H.; Garbarski, Lechoslaw; Kaynak, Erdener (Hg.) (2008): Successfully Doing Business/Marketing In Eastern Europe: Taylor & Francis Inc.

Cover



Kirpalani, V. H.; Garbarski, Lechoslaw; Kaynak, Erdener (2009): Successfully doing businessmarketing in Eastern Europe. New York: Routledge (Routledge studies in international business and the world economy, 46).

Kline, John (2010): Ethics for International Business: Taylor & Francis Ltd.

Koster, Kathrin (2009): International Project Management: SAGE Publications Inc.

Abstract

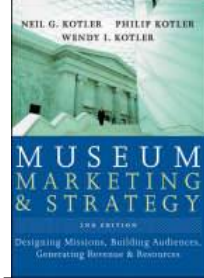
Lehmanns Fachbuchhandlung: With project management becoming an increasingly global endeavour, a comprehensive and international student text that reflects this reality such as this one is essential.

Kotabe, Masaaki; Helsen, Kristiaan (2011): Global marketing management. 5th ed., International student ed. Hoboken, N.J.: Wiley.

Kotler, Neil G.; Kotler, Philip; Kotler, Wendy (2008): Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources. Designing Missions, Building Audiences, Generating Revenue and Resources: John Wiley & Sons Inc.

Cover

International Marketing-Case studies - Citavi



Abstract

Lehmanns Fachbuchhandlung: * 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.

Kotler, Philip; Kartajaya, Hermawan; Hooi, Den Huan (2008): Think ASEAN: Rethinking Marketing Toward ASEAN Community 2015. Rethinking Marketing Toward ASEAN Community 2015: McGraw-Hill Education - Europe.

Cover



Abstract

Lehmanns Fachbuchhandlung: 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.

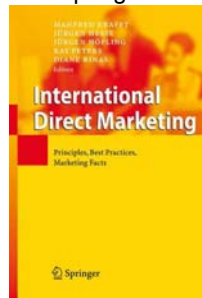
Kozak, Metin; Gnoth, Juergen; Andreu, Luisa L. A. (Hg.) (2009): Advances in Tourism Destination Marketing: Taylor & Francis Ltd.

Abstract

Lehmanns Fachbuchhandlung: 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

Krafft, Manfred; Hesse, Jürgen; Höfling, Jürgen, et al. (Hg.) (2010): International Direct Marketing. Principles, Best Practices, Marketing Facts: Springer Berlin.

Cover

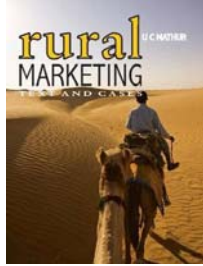


Lopes, Teresa da Silva (2009): Global Brands: The Evolution of Multinationals in Alcoholic Beverages. The Evolution of Multinationals in Alcoholic Beverages: Cambridge University Press (Virtual Publishing).

Mathur, U. C. (2008): Rural Marketing: Text and Cases: Excel Books.

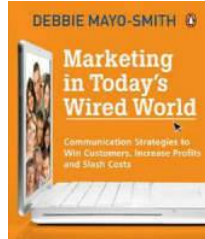
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Mayo-Smith, Debbie (2008): Marketing in Today's Wired World: Penguin Books Ltd.

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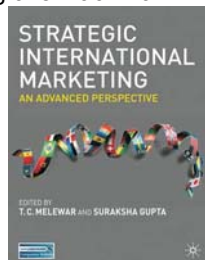


Abstract

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.

Melewar, T. C.; Gupta, Suraksha (Hg.) (2011): Strategic International Marketing: An Advanced Perspective. An Advanced Perspective: Palgrave Macmillan.

Cover

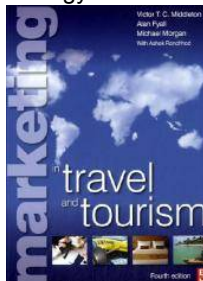


Abstract

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.

Middleton, Victor T. C.; Fyall, Alan; Morgan, Mike; Ranchhod, Ashok (2009): Marketing in Travel and Tourism: Elsevier Science & Technology.

Cover



Abstract

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.

Moilanen, Teemu; Rainisto, Seppo K. (2008): How to Brand Nations, Cities and Destinations: A Planning Book

International Marketing-Case studies - Citavi

for Place Branding. A Planning Book for Place Branding: Palgrave Macmillan.

Cover



Abstract

Lehmans 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.

Moore, Karl; Pareek, Niketh (2009): Marketing: The Basics: Taylor & Francis Ebooks.

Moss, Danny; Powell, Melanie; DeSanto, Barbara (2010): Public relations cases. International perspectives. 2nd ed. New York NY: Routledge.

Muñoz, J. Mark S. (2008): A salesman in Asia. A survivor's story and guide to salesmanship in China, India, and Southeast Asian countries. Salt Lake City UT: American Book Business Press.

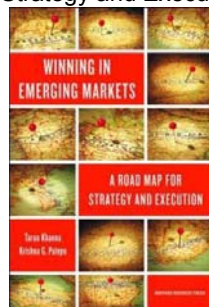
Oshri, Ilan; Kotlarsky, Julia; Willcocks, Leslie P. (2009): The Handbook of Global Outsourcing and Offshoring: Palgrave Macmillan (Digital).

Abstract

Lehmans 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.

Palepu, Krishna G.; Khanna, Tarun (2010): Winning in Emerging Markets: A Road Map for Strategy and Execution. A Road Map for Strategy and Execution: Harvard Business School Publishing.

Cover

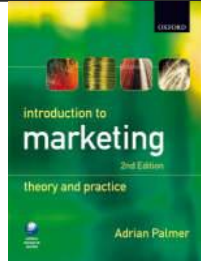


Abstract

Lehmans 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.

Palmer, Adrian (2009): Introduction to Marketing: Theory and Practice. Theory and Practice: Oxford University Press.

Cover



Abstract

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.

Raab, Gerhard; Goddard, Jason; Ajami, Riad A.; Unger, Alexander (2009): The Psychology of Marketing: Cross-cultural perspectives. Cross-cultural perspectives: Gower Publishing Ltd.

Rao, C. P. (2008): Marketing and Multicultural Diversity: Ashgate Publishing Group.

Cover



Abstract

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 S

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

Cover



Abstract

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.

Shilbury, David; Westerbeek, Hans; Quick, Shayne; Funk, Daniel C. (2009): Strategic Sport Marketing: Allen & Unwin.

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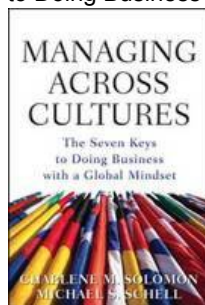


Abstract

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.

Solomon, Charlene; Schell, Michael S. (2009): Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset. The 7 Keys to Doing Business with a Global Mindset: McGraw-Hill Professional.

Cover



Abstract

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

Somers, Frans (2010): European Business Environment: Doing Business in Europe. Doing Business in Europe: Wolters-Noordhoff B.V.

Abstract

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.

Springer, Paul (2009): Ads to Icons: How Advertising Succeeds in a Multimedia Age. How Advertising Succeeds in a Multimedia Age: Kogan Page Ltd.

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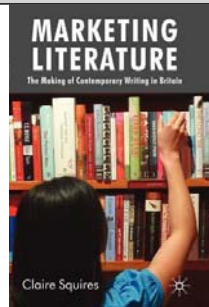


Abstract

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.

Squires, Claire (2009): Marketing Literature: The Making of Contemporary Writing in Britain. The Making of Contemporary Writing in Britain: Palgrave Macmillan.

Cover



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.

Srinivasan, R. (2010): Case Studies in Marketing: The Indian Context: PHI Learning.

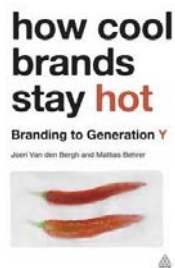
Srinivasan, R. (2010): International Marketing: Prentice-Hall of India Pvt.Ltd.

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

Theaker, Alison (2011): The Public Relations Handbook: Taylor & Francis Ltd.

van Bergh, Joeri den; Behrer, Mattias (2011): How Cool Brands Stay Hot: Branding to Generation Y. Branding to Generation Y: Kogan Page 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'.

Warde, Ibrahim (2010): Islamic Finance in the Global Economy: Edinburgh University Press.