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*Principles of Marketing* Philip Kotler, Gary Armstrong, 2013-01-11 Today's marketing challenge is to create vibrant interactive communities of consumers who make products and brands a part of their daily lives To help students understand how to create value and gain loyal customers *Principles of Marketing* presents fundamental marketing information in a comprehensive format organized around an innovative customer value framework New coverage in every chapter of this edition shows how companies and consumers are dealing with marketing and today's uncertain economy Starting with a major new section in Chapter 1 and continuing with new sections discussions and examples integrated throughout the text this edition shows how marketers must focus on creating customer value and sharpen their value propositions to serve the needs of today's more frugal consumers

*Marketing and the Customer Value Chain* Thomas Fotiadis, Dimitris Folinis, Konstantinos Vasileiou, Aggeliki Konstantoglou, 2022-02-28 Marketing and supply chain management have a symbiotic relationship within any enterprise and together they are vital for a company's viability and success This book offers a systemic approach to the integration of marketing and supply chain management It examines the strategic connections and disconnections between supply chain and operations management and marketing by focusing on the factors that constitute the extended marketing mix including product price promotion people and processes Key aspects of supply chain management are discussed in detail including material handling unit load handling systems and equipment as well as warehousing and transportation design and packaging The book then goes on to explore the marketing functions of intangible products services followed by a focus on B2B markets Throughout there is a strong emphasis on the optimization and maximization of the value chain through the development of a systems approach with a market orientation Pedagogy that translates theory to practice is embedded throughout including theoretical mini cases chapter by chapter objectives and summaries *Marketing and the Customer Value Chain* will help advanced undergraduate and postgraduate students appreciate how front end marketing can interface with the back end operations of supply chain management

*Fundamentals of Marketing* Geraldine McKay, Paul Hopkinson, Lai Hong Ng, 2018-03-06 Introduces the key terms concepts and practices to provide a firm foundation for undergraduate students It discusses contemporary technologies used in marketing alongside established practices to develop an understanding of the positive effects of marketing balanced with critical discussion about its contribution to the wider aims of society

*Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy* Gómez-Suárez, Mónica, Martínez-Ruiz, María Pilar, 2016-06-20 As the global market continues to recuperate from economic downfall it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers In many cases it becomes difficult for off brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products The *Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy* emphasizes

advertising and promotional approaches being utilized as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store brand products available on the market Highlighting brand competition between wholesalers retailers and private brand names following a global economic crisis this publication is an extensive resource for researchers graduate students economists and business professionals

**Marketing and Supply Chain Management** Dimitris Folinas, Thomas Fotiadis, 2017-09-13 Organizations are now recognizing the importance of demand supply integration to their growth and success While marketing and supply chain management are an essential part of any business qualification it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM Marketing and Supply Chain Management is among the first to synergize these two disciplines Its holistic approach provides students with a macro level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization This bridge building textbook is ideal for students of marketing logistics supply chain management or procurement who want to understand the machinations of business at a macro level

*Industrial Marketing* Thomas Fotiadis, Adam Lindgreen, George J. Siomkos, Christina Öberg, Dimitris Folinas, 2022-12-08 An introductory textbook on industrial marketing and supply chain management that discusses industrial products and pricing as well as key topics such as co creation of value big data innovation green practices and CSR The textbook includes The marketing philosophy on industrial markets The characteristics of industrial markets The marketing mix and the product life cycle The issues surrounding distribution and operations including value creation business relationships and networks Case studies and mini case studies vignettes This textbook is suitable for students studying industrial marketing and other related courses at undergraduate and graduate levels Thomas Fotiadis is an Associate Professor of Marketing and Head of the Marketing Laboratory in the Department of Production and Management Engineering School of Engineering at Democritus University of Thrace Greece Adam Lindgreen is Professor and Head of Department of Marketing at Copenhagen Business School Denmark and Extraordinary Professor at University of Pretoria s Gordon Institute of Business Science South Africa George J Siomkos is Professor of Marketing at the Athens University of Economics Business AUEB Director of the MSc Program in Services Management and previously Dean of the School of Business AUEB Greece Christina berg is Professor at CTF Service Research Center Karlstad University and associated with the Ratio Institute Sweden Dimitris Folinas is Professor in the Department of Supply Chain Management at International Hellenic University Greece

Current Issues in Tourism, Gastronomy, and Tourist Destination Research Hera Oktadiana, Myrza Rahmanita, Rina Suprina, Pan Junyang, 2022-05-25 The book focuses on contemporary research on tourism gastronomy and tourist destinations presented at the 3rd Tourism Gastronomy and Destination International Conference TGDIC 2021 It serves as a platform for knowledge and experience sharing and invites tourism scholars practitioners decision makers and stakeholders from all parts of society and from

various regions of the world to share their knowledge experience concepts examples of good practice and critical analysis with their international peers The research papers presented at the conference were organized into three main categories tourism gastronomy and tourist destinations written by authors from various countries such as Indonesia China India Switzerland UK Portugal and Hungary

**Panic Buying** S.M. Yasir Arafat, Sujita Kumar Kar, Russell Kabir, 2021-06-22 This brief provides a thorough overview of the history and underlying motivations for consumer panic buying evaluating psychological perspectives on this behavior on both an individual and societal level The first volume of its kind to focus specifically on the topic of panic buying the book situates its analysis within the context of the modern COVID 19 pandemic as well as in a broader psychology context Chapters encompass a variety of interdisciplinary perspectives incorporating insights from consumer psychology marketing sociology and public health Finally contributors discuss the long term implications of panic buying and potential prevention strategies Panic Buying Perspectives and Prevention will be a useful reference for researchers and students in consumer psychology as well as those interested emergency preparedness and supply chain management First volume of its kind to focus specifically on the consumer behavior of panic buying Analyzes panic buying behavior in the context of the modern COVID 19 pandemic as well as within a broader psychology context Provides a multidisciplinary analysis of panic buying including perspectives from consumer psychology social psychology marketing emergency preparedness and public health

**Proceedings of 5th Borobudur International Symposium on Humanities and Social Science (BISHSS 2023)** Zulfikar Bagus Pambuko, Muji Setiyo, Chrisna Bagus Edhita Praja, Agus Setiawan, Fitriana Yulastuti, Lintang Muliawanti, Veni Soraya Dewi, 2024-08-01 This is an open access book In our rapidly evolving modern era the intersection of green technology and digital society has shifted paradigm shifts across various facets of human life The fusion of these two domains holds the potential to profoundly impact society's social aspects Therefore The 5th Borobudur International Symposium with the theme Smart and Sustainable The Synergy of Green Technology and Digital Society is designed to delve into and celebrate the strong synergy between green technology and the digital society specifically focusing on social sciences The background of this conference reflects the significant tensions in modern society On the one hand we witness innovative strides in green technology to reduce negative environmental impacts and develop more sustainable systems On the other hand our society is becoming increasingly interconnected in a vast digital network enabling unprecedented information exchange that influences social interactions work education and many other aspects of daily life As green technology and the digital society converge new and crucial opportunities and challenges emerge in the social context Through this International Conference we hope to provide a platform for researchers practitioners and stakeholders to share knowledge experiences and innovative ideas to better understand how green technology and the digital society can collaborate to achieve smarter and more sustainable societies

**Sustainable Marketing, Branding, and Reputation Management: Strategies for a Greener Future** Masengu, Reason, Bigirimana, Stanilas, Chiwaridzo, Option

Takunda,Bensson, Ruzive,Blossom, Christina,2023-09-18 In the wake of increasing consumer and stakeholder concerns regarding environmental and social issues and the vulnerabilities exposed by the COVID 19 pandemic sustainable marketing has emerged as a critical aspect of modern business strategies Sustainable Marketing Branding and Reputation Management Strategies for a Greener Future provides a comprehensive and timely exploration of the key concepts trends and challenges in sustainable marketing within today s dynamic business environment This book delivers an extensive overview of sustainable marketing covering a diverse range of topics It delves into the role of sustainable marketing in addressing environmental and social concerns examines its impact on consumer behavior and brand loyalty and showcases best practices for integrating sustainability into marketing strategies and tactics Additionally it explores the challenges and opportunities associated with implementing sustainable marketing across various industries investigates the influence of digital technologies on sustainable marketing and explores the future of sustainable marketing in the post COVID 19 era Targeting marketing professionals business leaders marketing students and educators and individuals interested in advancing sustainable business practices this book serves as an invaluable resource It offers insights into the role of marketing in creating a more environmentally friendly future and equips readers with the latest strategies and best practices for promoting sustainability through marketing

*Socialize Your Patient Engagement Strategy* Letizia Affinito,John Mack,2016-03-03 *Socialize Your Patient Engagement Strategy* makes the case for a fundamentally new approach to healthcare communication one that mobilizes patients healthcare professionals and uses new media to enable gathering sharing and communication of information to achieve patient centricity and provide better value for both organizations in terms of profit and patients in terms of better service and improved health Letizia Affinito and John Mack focus on three priority areas for actions Improving Health Literacy e g web sites targeted mass digital campaigns Improving Self care e g self management education self monitoring self treatment Improving Patient Safety e g adherence to treatment regimens equipping patients for safer selfcare The authors explain the healthcare context to the digital communications revolution the emerging digital marketing and communications techniques that enable this revolution and the core elements behind a patient driven digital strategy Drawing on the authors research and consulting practices as well as on the practical experience of managers in medium large companies worldwide the book provides a proven framework for improving the development and implementation of patient centered digital communication programs in healthcare organizations It is an engaging how to how not to book which includes tips advice and critical reviews that every stakeholder dealing with the healthcare system must have in order to participate in the evolving healthcare system and be more active in making strategic patient centered choices *Socialize Your Patient Engagement Strategy* includes interviews with experts and leading case histories of successful digital communication programs in the healthcare arena While there are books that focus on specific healthcare communicators within different types of organizations in their book the authors recognize that effective patient

centric communication crosses all organizational boundaries

**Marketing Theory and Practice in Romania** Nicolae Alexandru Pop, 2025-08-24 Over the last three decades the Romanian economy transitioned from a centralized nonmarket economy that outlawed private property to a thriving free market economy During this time it had to overcome non marketed mentalities the novelty of private ownership develop a civil society absorb numerous political shocks content with the global digital revolution and compete with foreign rivals This book explores the marketing experiences in Romania over this period to provide insights for other developing nations such as Asia Africa and South America It provides a blend of marketing concepts and analytical tools as well as case studies It explores such topics as artificial intelligence neuromarketing introduction to international marketing relationship marketing sports marketing retail marketing marketing in family businesses and tourism marketing to name a few This book is useful for researchers scholars academics students and practitioners interested in international marketing and marketing strategy particularly for developing nations

**Health Service Marketing Management in Africa** Robert Hinson, Kofi Osei-Frimpong, Ogechi Adeola, Lydia Aziato, 2019-12-06 Health Service Marketing Management in Africa 978 0 429 40085 8 K402492 Shelving Guide Business marketing imperatives in healthcare management product and pricing management in healthcare distribution and marketing communications in healthcare managing people in healthcare physical evidence and service quality management in healthcare and process management in healthcare

Strategic Marketing Management and Tactics in the Service Industry Sood, Tulika, 2017-03-20 Customer satisfaction is a critical factor to the potential success or failure of a business By implementing the latest marketing strategies organizations can better withstand the competitive market Strategic Marketing Management and Tactics in the Service Industry is an essential reference publication that features the latest scholarly research on service strategies for competitive advantage across industries Covering a broad range of topics and perspectives such as customer satisfaction healthcare service and microfinance this book is ideally designed for students academics practitioners and professionals seeking current research on best practices to build rapport with customers

**Contemporary Retail Marketing in Emerging Economies** David Eshun Yawson, Fred A. Yamoah, 2022-10-11 This book highlights the development of retail marketing in developing economies and presents this sector as a major area of growth and business opportunity With a special focus on supermarket chains the authors show that the advancement of technology and infrastructure means that there are now increased electronic capabilities for data collection giving retailers more opportunities to pursue micro and macro marketing strategies The authors explain the evolution of this new era of marketing and the associated impact on all stakeholders especially consumers Taking the example of Ghana which is considered a leader among African nations in the use of loyalty cards the authors are able to set a benchmark for other emerging countries especially those that are experiencing similar trends The book is a valuable resource for students researchers and foreign companies wishing to expand their knowledge of the marketing strategies employed by emerging

economies in Sub Saharan Africa      **Strategic Workforce Reskilling in Service Marketing** J Nair, Arjun, Manohar, Sridhar, B. Limbu, Yam, A. Huhmann, Bruce, 2025-04-17 In the contemporary landscape there is a critical nexus of service marketing innovation workforce upskilling and ethical business paradigms The domain where marketing innovation intersects sustainability and corporate ethics is underexplored Enterprises can adopt avant garde strategies such as voice search technology to enhance service provision while advancing sustainability and corporate social responsibility CSR However voice search technology remains an under researched area particularly its ramifications for workforce reskilling and its capacity to transform service marketing dynamics Strategic Workforce Reskilling in Service Marketing paves the way for novel academic inquiry and theoretical elaboration in an era of rapidly evolving technological paradigms Through a synthesis of theoretical frameworks and empirical case studies it offers profound insights into the confluence of technology reskilling and responsible corporate practices Covering topics such as employee retention gamified training and environmental awareness this book is an excellent resource for business leaders marketing practitioners human resources professionals policymakers researchers academicians and more      **Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN** Almunawar, Mohammad Nabil, Anshari, Muhammad, Ariff Lim, Syamimi, 2020-08-28 Business to consumer B2C and consumer to consumer C2C e commerce transactions including social commerce are rapidly expanding although e commerce is still small when compared to traditional business transactions As the familiarity of making purchases using smart devices continues to expand many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region The Handbook of Research on Innovation and Development of E Commerce and E Business in ASEAN is an essential reference source that discusses economics marketing strategies and mobile payment systems as well as digital marketplaces communication technologies and social technologies utilized for business purposes Featuring research on topics such as business culture mobile technology and consumer satisfaction this book is ideally designed for policymakers financial managers business professionals academicians students and researchers      Pioneering Paradigms in Organizational Research and Consulting Interventions: A Multidisciplinary Approach Burrell, Darrell Norman, 2024-08-29 The existence of complex problems throughout healthcare business technology and education requires solutions using effective organizational research and consulting methods The intersection of academic rigor and practical business application may offer valuable insights and strategies into positive organizational change As global thought leaders and researchers from diverse fields come together to present innovative solutions organizational research practices foster innovation in today's dynamic environment Pioneering Paradigms in Organizational Research and Consulting Interventions A Multidisciplinary Approach presents case studies theoretical frameworks and evidence based practices to address pressing challenges facing organizational sectors It explores contemporary organizational issues throughout supply chains remote work business education corporate strategies and more while positing



effective solutions for change This book covers topics such as management science healthcare ethics and data management and is a useful resource for academicians researchers business owners entrepreneurs and industry professionals **The Routledge Companion to Business in Africa** Sonny Nwankwo, Kevin Ibeh, 2014-07-25 Although the world's poorest inhabited continent Africa has recently shown signs of being a source of economic growth in the coming decades with increased foreign investment notably from China and huge growth in GDP from a number of African states In contrast to the heaving weight of books focusing on business opportunities in Asia Eastern Europe and Latin America Africa has been poorly served by academic publishing This compendium of scholarship offers cutting edge knowledge relating to business in Africa The objectives of this collection include To shed new light on the socio cultural and historical underpinnings of business practice in Africa and their implications for promoting entrepreneurship and business behaviour in the region To consider the important constraints on business activities in Africa and the emerging best practice for redressing their real and potential impacts To facilitate a better understanding of contemporary business practice in Africa through the application of relevant theories and models including emergent ones The Routledge Companion to Business in Africa is a comprehensive reference resource that provides the perfect platform for embarking on research and study into Africa from the business perspective

Developing Dynamic and Sustainable Supply Chains to Achieve Sustainable Development Goals Koç, Erdinç, 2025-02-05 Businesses and organizations can transform their supply chains from traditional linear models into dynamic sustainable systems that contribute positively to social environmental and economic progress Strategies include responsible sourcing ethical procurement circular economy practices and stakeholder engagement which can be implemented in various fields such as businesses environmental studies economics and social sciences These strategies are important for aligning supply chain operations with the global agenda for sustainable development for the purpose of driving positive social and environmental change Developing Dynamic and Sustainable Supply Chains to Achieve Sustainable Development Goals advances knowledge and understanding of sustainable supply chain management and its implications for achieving sustainable development goals It fosters innovation and generates new avenues for research inquiry particularly in areas such as supply chain transparency social responsibility environmental stewardship and inclusive economic growth Covering topics such as industrial markets smart logistics and value creation this book is an excellent resource for policymakers non government organizations business professionals government officials researchers professionals scholars academicians and more

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