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CASE STUDIES

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Asian Marketing Casebook

Hussin A.Rothana



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The Asian Marketing Casebook Noel Capon, Wilfried R. Vanhonnacker, 1999 Ideal for courses in International Marketing at the undergraduate and graduate levels This marketing casebook demonstrates the diversity of marketing problems faced by organizations operating in Asia The cases focus on industrial and consumer marketing issues and cover 16 countries

Principles of Marketing Swee Hoon Ang, 2000-01 This casebook complements and accompanies Philip Kotler and Gary Armstrong's *Principles of Marketing* by providing 37 cases on Asian companies operating in Asia and or outside Asia as well as about non Asian companies operating within Asia

Worldwide Casebook in Marketing Management, 2016
Introduction to case analysis Consumer behaviour San Pellegrino Italy Nintendo Wii Japan Zara Spain Branding Lenovo China Red bull Austria Singtel Singapore Marketing communication Foster's Australia Google the US Walkers the UK Tag heuer Switzerland Cirque du soleil Canada Retailing Currys the UK Cold storage Singapore Marketing programming Microsoft the US National Australia Bank Australia Acer Taiwan Kerry Ireland Siemens Germany ING Holland Electrolux Sweden Strategic and global marketing British Airways the UK Grundfos Denmark Petrobras Brazil Accor France

European Business Ethics Casebook Wim Dubbink, Luc van Liedekerke, Henk van Luijk, 2011-01-04 Business cases are at the heart of business ethics as a discipline Analysis and reflection on the morality of business often is triggered by concrete cases After four introductory chapters into recent developments within business ethics and the value of case analysis the present volume offers extensive description of eight recent European cases mainly stemming from The Netherlands and Belgium and all of them with a clear moral impact Among them are the Lernout and Hauspie speech technology disaster Heineken struggle with the promotion girls selling beer in Cambodia cartels in the Dutch construction industry the pharmaceutical industry and the Aids crisis and Unilever allegedly making use of child labour in the cotton industry in India The book will be of interest to researchers as well as teachers of undergraduate and graduate courses in Business Ethics Business in Society Management and Organisation Theory and Strategic Management It will also be useful for business practitioners eager to learn about business ethics by means of cases *Marketing Management*, 2004

Ethical and Social Marketing in Asia Bang Nguyen, Chris Rowley, 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

The Virgin Marketer Noel Capon,2007 **Services Marketing in Asia** Jochen Wirtz,Christopher H. Lovelock,2005 *Services Marketing Cases in Emerging Markets* Sanjit Kumar Roy,Dilip S. Mutum,Bang Nguyen,2016-09-08 This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies It explores current issues and practices in Asia across different areas countries commercial and non commercial sectors This book is important and timely in providing a framework for instructors researchers and students to understand the service dynamics occurring in these countries It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia Students will find it interesting to compare and contrast different markets covering important aspects related to services

Understanding Emerging Markets Stefano Pelle,2007-01-12 Publisher description

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