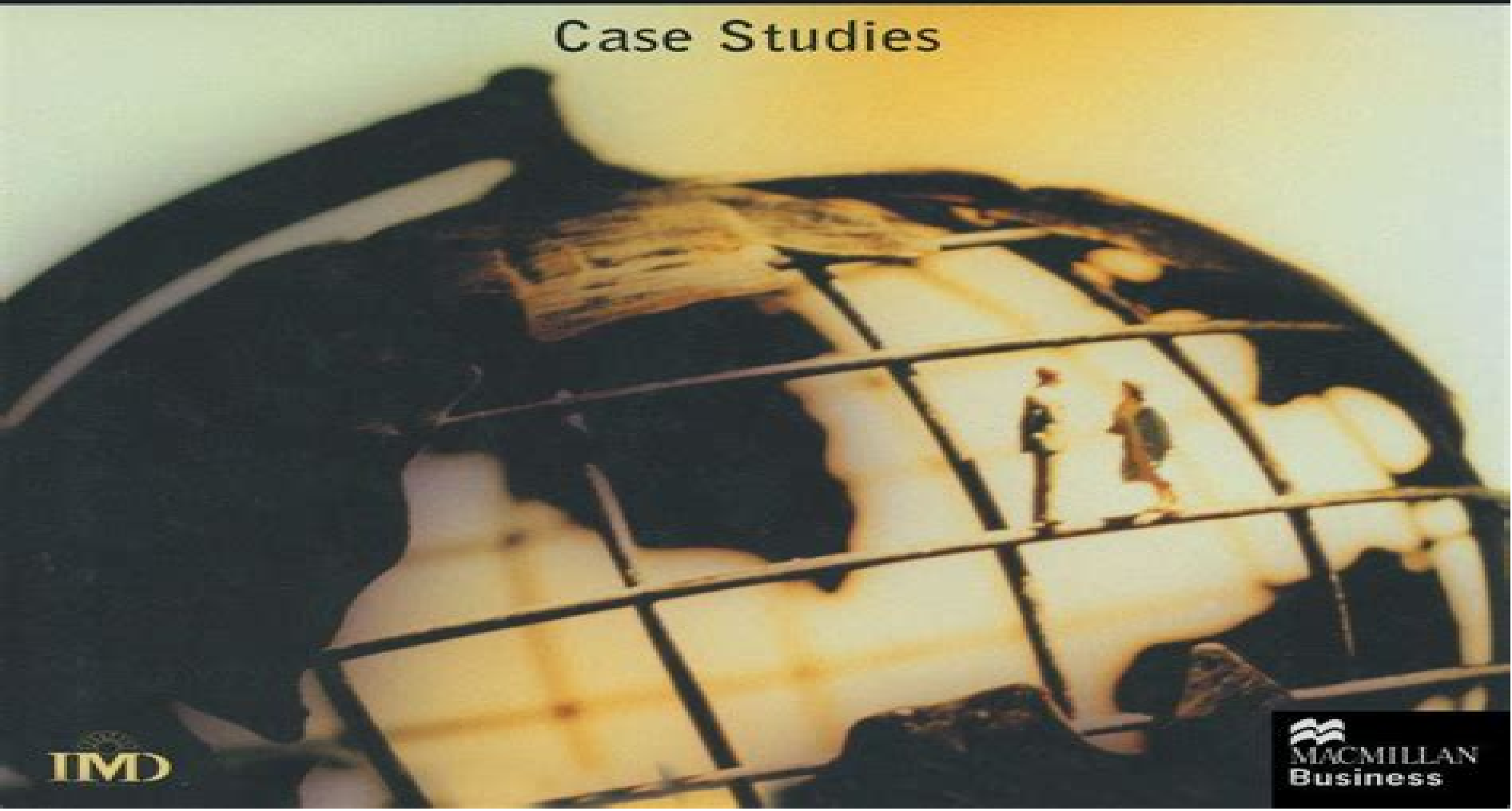


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learning The dynamic characteristic of the industry under the influence of micro and macro environment factors requires future professionals to be equipped with appropriate skills and competencies to deal with such factors in real life practices Curated and developed by industry experts and practitioners these case studies embody real world scenarios with the aim of best preparing students for their future careers This compelling set of case studies follows a logical and uniform structure and covers topics such as marketing mix crisis management digital marketing quality development product development and sustainability With reflective questions throughout to aid both in class discussion and self study this book is an ideal study resource for use in higher and vocational education and its unique teaching led approach positions it as a vital study tool for instructors and students alike

Rethinking the Case Study in International Business and Management Research

Rebecca Marschan-Piekkari, Catherine Welch, 2011-01-01 This important and original book places the case study in international business research in its historical context critically evaluates current case study practices in the field and proposes a more pluralistic future for case research within international business and international management research While the case study is the most popular qualitative research strategy in the field only a narrow selection of possible approaches is currently used IB and IM researchers typically rely on a case study approach that could be characterized as qualitative positivism The editors and contributors look beyond this disciplinary convention and encourage greater pluralism in IB and IM case research Their key argument is that increased awareness of prevailing disciplinary conventions and their limitations increases the potential for methodological innovation and versatility in case research The contributions provide critical novel and innovative perspectives on the case study in IB and IM research The book offers inspiration to case authors and an authoritative methodological reference for those publishing and reviewing case research It will also be highly regarded by postgraduate and doctoral students in IB and IM as well as both qualitative and quantitative researchers in the field

International Marketing Research in Developing Countries Thomas Tsu-Wee Tan, 1999

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Marketing Management Jean-Pierre Jeannet, Hubert D. Hennessey, 1988 *Applications of Artificial Intelligence in International Marketing* Neophytos Kathitziotis, 2009-12-10 Master's Thesis from the year 2009 in the subject Business economics Offline Marketing and Online Marketing grade 1.0 University of Hamburg language English abstract In trying to achieve its main aim this study has set the following objectives 1 Identify the main advantages and disadvantages linked with the use of artificial intelligence methods in international marketing 2 Evaluate critically the applications of artificial intelligence methods in international marketing and compare them to alternative statistical ones 3 Explore the whole process of implementing artificial intelligence methods from a holistic perspective thus covering context and non context related factors and additionally accounting for the international perspective of marketing 4 Formulate recommendations for further research and algorithms of how to practically employ artificial intelligence methods in solving tasks in international marketing It would be a mistake for the reader to view each of the stated research objectives as separate unrelated activities

The answers to these objectives will consequently provide information for the achievement of the research aim which is to gain insight into the efficiency and practical implementation of artificial intelligence methods in international marketing

International Marketing: An Asia-Pacific Perspective Richard Fletcher, Heather Crawford, 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

International Marketing and Export Management Gerald Albaum, Gerald S. Albaum, Jesper Strandkov, Edwin Duerr, 2002 Rev ed of International marketing and export management Gerald Albaum et al 2nd ed c1994

Marketing in Europe Jordi Montaña, 1994-03-07 This major volume presents an invaluable set of case studies designed to highlight key marketing issues that face European organizations including international companies based in Europe It aims to meet the pressing need for high quality up to date case material on marketing in Europe Both problem oriented and student oriented the cases require participants to consider theme such as reasons and strategies for going international European and international branding pricing and advertising issues of international distribution new product development and launch developing pan European marketing and managing global brands in Europe Marketing in Europe forms an integral part of the CEMS Mast

Handbook of Research in International Marketing Subhash C. Jain, 2003 Presenting the challenges and opportunities ahead the contributors to this volume critically examine the current status and future direction of research in international marketing The result of a sustained and lively dialogue among contributors from a variety of cultures this volume gathers their perspectives and many insights on the revitalization of the field The authors address the way international marketing actually functions as well as theoretical explorations of how it should function Some of the papers break through the bounds of traditional disciplines and methodologies to borrow whatever tools and concepts are needed for a particular inquiry Others are less concerned with testing existing theory than with generating new insights Still others provide results that are significant for managers Many of the contributors are drawn to problems broad in scope and offer insights that are of considerable value for advancing the state of the art Part I offers a review of the state of the art in international marketing and examines market orientation and withdrawal Parts II through IV cover foreign market entry modes strategy and cross cultural issues Parts V and VI discuss global electronic commerce as well as diffusion models country equity and global scorecards A timely and innovative volume Handbook of Research in International Marketing is a must read for anyone interested in marketing research or international

business **International Marketing Research** V. Kumar,2024-07-08 This book provides a practical detailed and well documented guide that takes students and market researchers through all phases of developing and conducting global marketing research This book not only accounts for the recent developments in the scope and extent of global marketing research but also examines advances in both quantitative and qualitative research techniques and the impact of the Internet on research in the global environment It includes coverage of all phases involved in designing and executing global marketing research from analyzing the nature and scope of the research to the preliminary stages gathering data designing the questionnaires sampling and presenting the data Numerous country specific examples and case studies will add to the understanding of the concepts laid out in the book This edition features updates related to leveraging the power of AI Internet of Things machine learning blockchain robotics the metaverse and otheremerging technologies that are impacting the way in which marketing research is performed With an instructor s manual as well as PPT slides covering major topics within the chapters in addition to numerous cases this text provides the most current and relevant information about the global marketing research industry and outlines the necessary techniques that can guide researchers in their work

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