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Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The the8th Edition has been thoroughly revised to reflect the

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Lessons major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

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In an embedded case study, the starting and end point is the comprehension of the case as a whole in its real-world context. However, in the course of analysis the case will be faceted either by different perspectives of inquiry or by several sub-units. The book presents different methodological approaches to organize

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Lessons this faceting process. It uses the power of the system approach in order to apply methods, which allow a scientific treatment of complex cases in a way that will be also acknowledged by the quantitative research community. The authors emphasize that a qualitative analysis starting from the real-world level

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is an indispensable part of case analysis. Thus the book bridges the gap between quantitative and qualitative approaches to complex problems when using the case study methodology.

This proceedings volume presents the latest trends in innovative business

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development theory and practice from a global, interdisciplinary perspective. Featuring selected contributions from the 25th International Economic Conference Sibiu (IECS 2018) held in Sibiu, Romania, it explores various topics in the areas of economics, business, finance and accounting, including tourism, marketing

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and Islamic banking and finance. Written by researchers from different regions and sectors around the world, it offers significant insights into the emerging shifts that characterize the fields of innovative economics and global development, innovative business practices, as well as innovative finance

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Lessons, and provides organizations, managers and policy makers with new reliable solutions and opportunities for innovative development and growth within and between organizations around the globe.

Nation Branding: Concepts, Issues,

Page 17/39

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Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management. It clearly explains how the concepts and techniques of branding can be adapted to the context of nations- as opposed to the more usual context of products, services, or companies. Concepts

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grounded in the brand management literature such as brand identity, brand image, brand positioning, and brand equity, are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice. Nation branding is a means by which more

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and more nations are attempting to compete on the global stage. Current practice in nation branding is examined and future horizons traced. The book provides:

- * The first overview of its kind on nation branding
- * A blend of academic theory and real world practice in an accessible, readable fashion
- * A clear and

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detailed adaptation of existing brand theory to the emerging domain of nation branding * An original conceptual framework and models for nation branding * A rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies

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Currently being utilized by nations such as Japan, Egypt, Brazil, Switzerland, Iceland, and Russia Clearly and coherently structured, the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area. Key Features: *

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Seminal text in a cutting-edge,
controversial and crucial field of global
importance * Ideal blend of theory and
practice * Twenty individual country case
studies, including USA, Hong Kong,
Japan, New Zealand, Spain and China.

Nation Branding: Concepts, Issues,

Page 23/39

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Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence,

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Improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions.

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Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New

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Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

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This book provides insight into the Life Cycle Management (LCM) concept and the progress in its implementation. LCM is a management concept applied in industrial and service sectors to improve products and services, while enhancing the overall sustainability performance of business and its value chains. In this

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regard, LCM is an opportunity to differentiate through sustainability performance on the market place, working with all departments of a company such as research and development, procurement and marketing, and to enhance the collaboration with stakeholders along a company's value chain. LCM is used

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beyond short-term business success and aims at long-term achievements by minimizing environmental and socio-economic burden, while maximizing economic and social value.

Marketing at the Olympics, the attraction and the rewards Essential reading in

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preparations for the 2012 London Olympics, the newly revised and fully updated second edition of The Olympic Games Effect offers fascinating sports marketing and branding insights into the promotion of the Games themselves, and their unique attraction for corporations in particular. The important lessons of past

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Olympics will be used to show a hundred year-plus tradition based on a several thousand year old testament to the love of sports and competition, revealing how, in recent years, this has evolved into a seductively attractive vehicle for a wide range of audiences, from consumers to corporations. Loaded with historical

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Information on the Olympics, the book traces the history of the Olympics back to 776 BC. This legacy is vital to the ongoing success of the Olympics, and is at the heart of why brands care so much Packed with illustrations that illustrate how the Games have become arguably the world's most successful sports event and the marketing

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opportunities this has led to Includes relevant business strategies and recommendations to help companies understand how to make more effective sports sponsorship decisions This timely new edition of The Olympic Games Effect shows the value contributed by sponsoring the world's premier sporting event, and

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Explains how, by extension, other global sports events have the potential to generate similarly impressive results for their sponsors.

Introduce your students to strategic management with the market-leading text that sets the standard for the course area.

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Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a

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Resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening

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Lessons introduce chapter concepts and mini cases offer new contexts of study.

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