

JOURNAL of Marketing

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Chris Hackley



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Doing Research Projects in Marketing, Management and Consumer Research Chris Hackley, 2003-09-02 As interpretive research perspectives become increasingly influential in the social sciences so it becomes increasingly important for experienced researchers to familiarize themselves with the philosophical perspectives data gathering techniques and analytical methods derived from interpretive research Examining these interpretive traditions this informative book illustrates how they can be applied to research projects for first time researchers in the fields of management marketing and consumer research Topics covered include choosing the topic gathering qualitative data for interpretation themes and concepts of interpretive research semiotics marketing and consumer research In offering practical examples drawn from existing studies and suggesting new topics for consideration this book brings together major themes of interpretive research within a valuable practical guide Suitable both for first time researchers and those with more experience this is an ideal guide for anyone undertaking research in this area of study

Marketing in the 21st Century Bruce D. Keillor, 2007-07-30 Marketing is the crucial connection between company and customer no enterprise can expect to succeed without a substantial investment in its marketing efforts Not surprisingly marketing is one of the core areas of study in the hundreds of business schools and MBA programs around the world and a vital department of virtually every business This dynamic set showcases the most current trends issues ideas and practices in marketing especially as the field evolves in the context of globalization and advances in technology From branding to public relations e tailing to customer retention strategies overseas expansion to promoting sports products Marketing in the 21st Century covers the full spectrum of marketing related issues in their business and cultural contexts Written by leading academic thinkers and business practitioners the four volumes highlight emerging and innovative practices illustrated through examples from around the world Volume 1 New World Marketing provides insights and tools for conducting business internationally with emphasis on market research market entry and distribution strategies and coverage of emerging markets including China India and Eastern Europe Volume 2 Interactive and Multi Channel Marketing explores the impact of new technologies on acquiring and retaining customers including discussion of direct and interactive marketing techniques customer data analysis and ethics in marketing Volume 3 Company and Customer Relations deals with such issues as reputation and trust building relationship marketing sales management and customer privacy Volume 4 Integrated Marketing Communication covers consumer demographics multi media communication strategies and micromarketing Collectively these volumes represent the state of the art in the field They are an essential resource for anyone studying teaching researching or practicing the art and science of marketing

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Building Brands in the Indian Market Tapan Kumar Panda, 2004 How

are brands built Is an advertising campaign capable enough to build a brand What are the criteria for making a brand successful Is building and managing a brand in India different than elsewhere How Customer Relationship Management shapes a branding paradigm Do extensions dilute the master brand Many more intriguing questions answered in this book by researchers academicians CEOs brand gurus and consultants RECENT ADVANCES IN COMMERCE & MANAGEMENT, VOLUME-4 Sruthi S,Crispin J Fernandez,Dr. G. Vani,Dr. K. Sanjeeva Rao,Dr. M. Abirami,Kasireddy Sandeep Reddy,

ICGR 2018 International Conference on Gender Research Dr Ana Azevedo,Dr Anabela Mesquita,2018-04-12

Greater China in the Global Market Yigang Pan,2000 Learn the secrets of doing business successfully in China From tips on how to run joint ventures with Chinese companies to research on the tastes of Chinese consumers Greater China in the Global Market contains the most up to date information on business and marketing strategies in China This volume brings you the practical advice and empirical research of top experts in the field including John Farley of Dartmouth College John Child of Cambridge University and Rohit Deshpande of Harvard University Tapping China's huge economy can be highly profitable but only if you understand the subtleties of doing business in the Chinese culture Greater China in the Global Market offers insider's views of guanxi the Chinese concept of relationship that can make or break international business ventures in China as well as the expertise in Chinese corporate and consumer cultures you will need to establish successful business strategies Greater China in the Global Market presents a comprehensive view of the essential factors in marketing to China including the difference in corporate culture between joint ventures and state owned enterprises the most effective ways to manage the value chain activities in joint ventures the merits and limitations of various entry strategies including umbrella companies franchising and contractual joint ventures among others the influence of risk absorption capability and risk dispersion mechanisms on the choice of entry mode the factors that influence timing your entry into the market the changing tastes of Chinese consumers the correlation between brand consciousness and income in younger consumers a thorough literature review of twenty years of marketing research on China Greater China in the Global Market is a valuable resource for front line marketing executives in China as well as corporate decision makers in their headquarters at home It is a must read for academics and business practitioners with an interest in China Boomer Marketing Ian

Chaston,2009-06-08 Financially attractive markets Opportunity research Market assessment Internal capability Customer identification Strategy Innovation Promotion Pricing and distribution Health and beauty B2B marketing 21st Century Es

Research Methodology on Data Envelopment Analysis (DEA) Jibendu Kumar Mantri,2008 Data Envelopment Analysis DEA represents a milestone in the progression of a continuously advancing methodology for data analysis which finds extensive use in industry society and even in education This book is a handy encyclopedia for researchers students and practitioners looking for the latest and most comprehensive references in DEA J K Mantri has specifically selected 22 research papers where DEA is applied in different fields so that the techniques discussed in this book can be used for various

applications In A Bibliography of Data Envelopment Analysis 1978 2001 Gabriel Tavares states that DEA is a mathematical programme for measuring performance efficiency of organizations popularly named as decision making units DMU The DMU can be of any kind such as manufacturing units a number of schools banks hospitals police stations firms etc DEA measures the performance efficiency of these kinds of DMUs which share a common characteristic they have a non profit organization where measurement is difficult DEA assumes the performance of the DMU using the concepts of efficiency and productivity which are measured as the ratio of total outputs to total inputs The efficiencies estimated are relative to the best performing DMU which is given a score of 100% The performance of other DMUs varies between 0% and 100% **Consumption, Culture and Consumer Life-choices in Australia** Paul Henry,2006 *Handbook of Relationship Marketing* Jagdish N Sheth,Atul Parvatiyar,2000 As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers relationship marketing is emerging as the core of all marketing activity In recent years there has been an explosive growth in business and academic interest in relationship marketing yet no comprehensive book has been available to present key concepts theories and applications The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal founding work in this growing field Their approach is eclectic including a broad coverage of topics diverse theoretical and conceptual paradigms and global viewpoints 7th International Conference on Tourism Research Prof Rishi Balkaran,Dr Chris Hattingh,2024-03-18 These proceedings represent the work of contributors to the 7th International Conference on Tourism Research ICTR 2024 hosted by the Centre for Tourism Research in Africa at the Cape Town Hotel School Cape Peninsula University of Technology South Africa on 18 19 March 2024 The Conference Chair is Prof Rishi Balkaran and the Programme Chair is Dr Chris Hattingh both from Cape Peninsula University of Technology CPUT South Africa ICTR is a well established event on the academic research calendar and now in its 7th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them The scope of papers will ensure an interesting two days The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research Today more than ever there is a need for research and scientific guidance as the tourist sector struggles to cope with the consequences of the Covid 19 pandemic inflation socio political turbulences climate change and disaster risk Entrepreneurial Management in Small Firms Ian Chaston,2009-11-03 Examining the crucial role of innovation and entrepreneurship in achieving growth and ongoing success in the small business sector this book carefully examines the processes by which small businesses identify new opportunities evolve appropriate marketing strategies develop new products and services and successfully launch these into the market The text Includes a dedicated chapter on social entrepreneurship and family firms Explores issues of Ethics and Corporate Social Responsibility Packed with supporting real world case studies including Apple s iPod Facebook Starbucks and YouTube to illustrate how entrepreneurial firms succeed Learning features including learning aims summaries points for discussion and further reading

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Current Issues in Hospitality and Tourism A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik, R. Abu, 2012-08-22 Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence it is imperative that we have an understanding of the present issues so that we are able to remedy problems on the horizon. Current Issues in Hospitality and Tourism Research and Innovations is a compilation of research in the broad realm of hospitality and tourism. This book is divided into eight sections covering the following broad themes: Training and education; hospitality students learning; Organization and management; practical issues and current trends in the hotel catering and tourism industry; Product and food innovation; Marketing; Islamic hospitality and tourism issues; Gastronomy; Current trends; Tourism. The contributions from different parts of the globe present a new outlook for future research including theoretical revelations and innovations; environmental and cultural exploration; aspects of tourist destinations and other recreation and ecotourism aspects of the hospitality and tourism industry. Current Issues in Hospitality and Tourism Research and Innovations will be useful as a reference for academics, industry practitioners and policy makers and for those with research interests in the fields of hotels, tourism, catering and gastronomy.

Beyond Market Liberalization: Welfare, Income Generation and Environmental Sustainability in Rural Madagascar Bart Minten, Manfred Zeller, 2017-11-01 This title was first published in 2000. Most African countries experienced dramatic agricultural market reforms over the 1990s. This has resulted in significant changes in the operation of the agricultural markets and consequently in income generation and welfare of rural households. In the case of Madagascar, the results suggest that market reforms and corresponding adjustments in rural markets have had an average positive effect on food security for the rural households. However, richer households seemed to have benefited more than the poorer households. This text provides a study of the market reforms focusing particularly in the changes brought to welfare, income and environmental sustainability in rural areas. The study aims to be of particular interest to economists and those involved in development and environmental issues.

Lifestyle Market Segmentation Art Weinstein, Dennis J. Cahill, 2014-05-12 The latest marketing guide from expert Dennis Cahill that teaches how to effectively use lifestyle segmentation for marketing strategies. Lifestyle Market Segmentation gives author and marketing expert Dennis Cahill the chance to put his nearly 30 years of marketing and teaching experience to practical use to clearly explain the process of market segmentation and its applications. This text goes beyond the obvious demographic and or geographic categories to get at the whys of customer behaviors, carefully reviewing every facet from theory to the exploration of applications. Step by step, this easy to understand book, written by the author of *How Consumers Pick a Hotel*, Strategic Segmentation and Target Marketing and other classic marketing books, walks readers through the process, giving real life examples as illustration as it provides the tools to effectively market by lifestyle segment in today's competitive marketplace.

Market segmentation research examines a broad range of demographic and psychographic information that can provide strategies to target both current and potential markets This helpful guide comprehensively reveals how to gather and effectively use this crucial type of research Lifestyle Market Segmentation consists of three main parts The first part discusses segmentation theory and various methods for segmentation The second part explores applications of lifestyle segmentation based on case studies The last section focuses on ways to market products and services to the various segments discovered by the applications This invaluable text is extensively referenced and includes several tables and figures to clarify concepts and data Lifestyle Market Segmentation discusses in detail the concept of market segmentation criteria for segmentation schemes types of nonlifestyle segmentation geodemographic segmentation psychographics the List of Values LOV guidelines for effective use of psychographics lifestyle target segments the Tribes segmentation scheme the Myers Briggs Type Indicator life stage segmentation illustrative real life case studies Lifestyle Market Segmentation is an enlightening resource that is certain to be used again and again and makes essential reading for managers educators and students

Strategic Global Marketing Erdener Kaynak, 2021-08-29 Learn to select appropriate strategic tools and measure the competitiveness of international firms This essential text addresses important strategic marketing issues and questions in a unique and insightful way Strategic Global Marketing Issues and Trends takes on the standardization vs adaptation issue and will familiarize you with important topics including customer value measurement in highly competitive industries factors influencing export attitudes qualities necessary for successful international business conduct distribution channels behavior and regional differences in the way these channels function and more Handy charts tables and figures make the information easy to access and understand In Strategic Global Marketing Issues and Trends authors from Israel the United States India Hong Kong and New Zealand examine the usefulness of comparative studies of dominant cultural values in successful international strategy development as well as other specific facets of international marketing strategy such as technometrics a benchmarked approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print advertisements in the United States and India the marketing roles and functions undertaken by Chinese wholesalers and the functions they are still reluctant to perform a meta analysis tested model of the relationship between export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote exports

Chain Management in Agribusiness and the Food Industry J.H. Trienekens, P.J.P. Zuurbier, 2000-05-15 The keyword of the 2000 Conference of Chain management in Agribusiness and the Food Industry is innovation Important themes are innovative governance structures in chains mass individualisation and the role of information and communication technology innovative product market combinations and systems innovation in supply chains Thematic papers present results of ongoing research

and new supply chain concepts chain analysis modelling for supply chain design and redesign designing supply chain strategies information systems applications etc Regional based papers elaborate on regional and local specificities in South America Australia Asia North America and Europe

Knowledge-Based Marketing Ian Chaston, 2004-04-07 In recent years even governments around the world are beginning to understand that knowledge is a critical contributor to stimulating the rapid growth of entire economies It is argued that in a modern economy knowledge is the most important resource within the companies based within any country The advent of the Internet and automated e business systems has provided an important catalyst for firms wishing to exploit the benefits of using knowledge to support their electronic trading activities The vast majority of texts on knowledge management tend to focus on the information technology aspects of managing the concept Although management of technology is critical there is an equally important need for the provision of materials describing how knowledge can be utilized in the execution of functional management tasks In view of this situation the goal of this text is to show readers how to comprehend that knowledge can be utilized to underpin and enhance the marketing management function within organizations The concept is presented by drawing upon various published sources and by the use of case materials to illustrate knowledge management in practice Coverage includes an introduction to the concept of knowledge management the evolving pathway of marketing how e business is radically altering the execution of the marketing task how firms can map external knowledge sources the competencies that determine performance alternative marketing positions planning techniques how knowledge informs product innovation the effective execution of promotions alternative options for exploiting knowledge to optimize pricing and distribution decisions the role that knowledge management plays in service marketing strategies and the recognized problems associated with accelerating the use of knowledge within the marketing process

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