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Selected Cases In Marketing Management

L Darling-Hammond



Selected Cases In Marketing Management:

Selected Cases in Marketing Management Pearson Custom Publishing, University of Phoenix. College of Graduate Business and Management, 1999-08-01 *Cases and Select Readings in Health Care Marketing* Robert E. Sweeney, William J. Winston, 1989 Market your health human service more successfully with this timely new volume Directed specifically at the practicing marketing executive *Cases and Select Readings in Health Care Marketing* integrates understandable explanations of marketing concepts articles selected for topical timeliness and pragmatic value and case studies illustrating the detail and complexity of market decisions faced by today's health care and human services marketing professional **Marketing Information Guide**, 1961 *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

Marketing Management in Africa George Tesar, Steven W. Anderson, Hassimi Traore, Jens Graff, 2018-04-27 This book focuses on strategies for developing consumer markets in Africa using concepts and techniques from marketing entrepreneurship and project management The authors argue that entrepreneurial activity in Africa is rapid but limited and requires a structured approach to drive success Beginning with an introductory chapter that frames the socio economic and technological developments in Africa readers are introduced to the conceptual model that provides this structured approach in four logical parts The creative stage Entrepreneurial and enterprise activities Understanding consumer behavior and market segments A project management based framework This multidisciplinary approach is supplemented with many examples and cases from a variety of sectors including health care wind and solar power and mobile technology Through these readers are able to understand how the model is implemented in reality to drive innovative economic and social development *Marketing Management in Africa* will prove a valuable companion to any student of marketing or entrepreneurship with a particular interest in Africa *Encyclopedia of Case Study Research* Albert J. Mills, Gabrielle

Durepos, Elden Wiebe, 2009-10-21 Case study research has a long history within the natural sciences social sciences and humanities dating back to the early 1920 s At first it was a useful way for researchers to make valid inferences from events outside the laboratory in ways consistent with the rigorous practices of investigation inside the lab Over time case study approaches garnered interest in multiple disciplines as scholars studied phenomena in context Despite widespread use case study research has received little attention among the literature on research strategies The Encyclopedia of Case Study Research provides a compendium on the important methodological issues in conducting case study research and explores both the strengths and weaknesses of different paradigmatic approaches These two volumes focus on the distinctive characteristics of case study research and its place within and alongside other research methodologies Key Features Presents a definition of case study research that can be used in different fields of study Describes case study as a research strategy rather than as a single tool for decision making and inquiry Guides rather than dictates readers understanding and applications of case study research Includes a critical summary in each entry which raises additional matters for reflection Makes case study relevant to researchers at various stages of their careers across philosophic divides and throughout diverse disciplines Key Themes Academic Disciplines Case Study Research Design Conceptual Issues Data Analysis Data Collection Methodological Approaches Theoretical Traditions Theory Development and Contributions From Case Study Research Types of Case Study Research Fostering Multidisciplinary Research for Sustainability Dr. Santosh Dhar, Dr. Upinder Dhar, Dr. Aditi Veda, 2024-03-29

Modern research goes beyond disciplinary horizons for devising solutions to the society s most pressing unsolved issues Within the disciplinary framework the ability to solve problems through the generation of knowledge is no more addressed from discipline specific points of view only However it has become apparent that the research needed to address today s complex problems requires the expertise of many disciplines Multidisciplinary approach incorporates a combination of concepts and knowledge from various disciplines These contributions enable the exchange of knowledge and experiences from diverse groups of people that can promote a holistic vision of a subject as well as new explanatory theories Being multidisciplinary does not mean giving up skills it means moving into new scientific directions using one s own special set of skills Rather than being an end in itself this kind of research is a way of achieving innovative goals enriched understanding and a synergy of new methods The book highlights the diverse perspectives of the researchers across disciplines from sustainable urban development to renewable energy strategies from biodiversity conservation to equitable machine learning internet of things deep learning and Artificial Intelligence AI models eco friendly methods individualized education plans and social policies that can contribute to more comprehensive and effective solutions to some of the world s most pressing issues while acknowledging that sustainability challenges are inherently interconnected hence the importance of inclusivity in research **Ace Reasoning Ability For Banking and Insurance** Adda 247

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Reviewing **Selected Cases In Marketing Management**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Selected Cases In Marketing Management**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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