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Original Research Article

Investigative Information Management, Learning Organization and Influencer Marketing of Members of the Bor-sae Investigative Organization

การจัดการข้อมูลข่าวสารเชิงสืบสวน องค์การแห่งการเรียนรู้ และการตลาดแบบใช้อินฟลูเอนเซอร์ของสมาชิกองค์กรสืบสวนเบาะแส Seksonna Prasert¹*, Pinavet Kongyoungyune², Thanaorn Fakfuangbun³, Kornkamol Jungtanasombut⁴, Anun Chan-uam⁵

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ABSTRACT

The purposes of this study were to: study the relationship between investigative information management, learning organization, and influencer marketing of members of the investigation organization. The population consisted of 2,450 members of the investigation organization who had been trained and implemented the mission of the investigation organization. The sample group was obtained from Crazy and Morgan's table with a .05 error of 335 people. The research instrument used to collect data was a questionnaire with a reliability value of 0.974. This study was quantitative survey research. The results of the research found that the pairwise relationship between investigative information management, learning organization, and influencer marketing of members of the investigation organization had a statistically significant positive relationship with



United States. Congress. Senate.
Committee on Governmental Affairs.
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Strategic Marketing Management Richard M.S. Wilson, Colin Gilligan, 2012-08-06 This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject Its step by step approach provides comprehensive coverage of the five key strategic stages Where are we now Strategic and marketing analysis Where do we want to be Strategic direction and strategy formulation How might we get there Strategic choice Which way is best Strategic evaluation How can we ensure arrival Strategic implementation and control This new revised and updated third edition has completely new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix and extensive new material covering The changing role of marketing Approaches to analysing marketing capability E marketing Branding Customer relationship management Relationship management myopia The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing a strong emphasis on implementation up to date mini cases and questions and summaries in each chapter to reinforce key points Widely known as the most authoritative successful and influential text in the sector the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing and students of the CIM Diploma Practical Handbook for Professional Investigators Rory J. McMahon CLI CFE, Randy Dickson, 2013-06-18 The third edition of this popular volume continues to supply an up to date nuts and bolts learning tool for students and an everyday reference for investigative professionals at all levels More relevant than ever this edition adds two new chapters on death and terrorism investigations and several new sections including insurance fraud fire and arson investigation indicators of online marital infidelity obtaining governmental reports service of subpoenas for witnesses in federal courts the Rules of Professional Conduct niche markets in the investigative industry and managing and marketing an investigative practice Practical Handbook for Professional Investigators Rory J. McMahon CLI,2007-02-15 Since the publication of the first edition of this volume many new certification programs have begun in private and community colleges including a course designed by the author for Boston University and a specialty certification by the U S Association for Professional Investigators Reflecting the surge in interest into the investigative fi Integrating AI-Driven Technologies Into Service Marketing Nadda, Vipin, Tyagi, Pankaj Kumar, Singh, Amrik, Singh, Vipin, 2024-08-29 In an era marked by rapid technological advancements and the increasing integration of artificial intelligence AI into various sectors the intersection of AI technologies with service marketing stands as a pivotal frontier It is essential to explore the intricate nexus between AI technologies and service marketing strategies Integrating AI Driven Technologies Into Service Marketing elucidates the transformative impact of AI on key facets of service marketing ranging from customer engagement and relationship management to market segmentation and product customization It underscores the imperative for stakeholders in emerging economies to harness the power of AI technologies in crafting innovative and adaptive service marketing strategies The book navigates the complexities of AI adoption while

offering pragmatic recommendations for fostering responsible and inclusive AI driven service marketing ecosystems Covering topics such as customer engagement influencer marketing and sentiment analysis this book is an excellent resource for scholars researchers educators business professionals managers academicians postgraduate students and more

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reports that relate to the programs of those agencies Department of Homeland Security Appropriations for 2017: Department of Homeland Security: U.S. Department of Homeland Security; U.S. Customs and Border Protection; Transportation Security Administration; U.S. Coast Guard; U.S. Secret Service; U.S. Immigration and Customs Enforcement United States. Congress. House. Committee on Appropriations. Subcommittee on Homeland Security, 2016 The Organization of the Expert Society Andreas werr, Staffan Furusten, 2016-12-01 It is often claimed that we live in an expert society a society where more and more individuals take expert roles in increasingly narrow fields In contrast to more traditional experts most of these new experts lack generally accepted mechanisms for the certification and legitimation of their expertise This book focuses on these new as well as established experts and the efforts undertaken to secure and legitimate their expertise We view these efforts as organizing attempts and study them on four different levels the society the market the organization and the individual Based on empirical studies on these four levels of analysis The Organization of the Expert Society makes the argument that current organizing initiatives in the expert society are based in an objectifying view of expertise that risks concealing and downplaying key aspects of expertise Well intended organizing initiatives in the expert society thus run the risk of promoting ignorance rather than securing expertise Focusing on a current general and global phenomenon the rise and organization of an expert society The Organization of the Expert Society will be key reading for scholars academics and policy makers in the management fields of Organizational Theory Management Consulting Organizations Society Critical Management Studies as well as the disciplines of Sociology Political Science and Social Anthropology Organized Criminal Activities United States. Congress. Senate. Committee on Governmental Affairs. Permanent Subcommittee on Investigations, 1978 <u>US Central Intelligence Agency (CIA) Handbook - Strategic</u> Information, Activities and Regulations IBP, Inc., 2007-02-07 US CENTRAL INTELLIGENCE AGENCY CIA HANDBOOK

Leap Bob Schmetterer,2003-03-10 Traditionally company leaders develop a business strategy based on bottom lines and profit margins then hire an ad agency to back up that strategy with creative advertising But history shows that some of the most effective branding campaigns are born when companies work with ad agencies to develop a business strategy that has a big creative idea at its heart what CEO of Euro RSCG Bob Schmetterer calls the Creative Business Idea In Leap Bob Schmetterer shows advertisers how to combine advertising creativity and bottom line realities to develop winning business strategies and winning ad campaigns He analyzes some of the most creative business ideas in history showing how successful advertising and marketing strategies do more than simply communicate the brand they define it Advertisers know how to create demand for an existing brand but Schmetterer argues that the next challenge for advertisers is to help their clients apply creative thinking to their core business strategy before they launch a branding blitz Leap is about connecting the left brain and the right brain to develop solid business strategies that are also creative fresh and exciting It s about mixing business s cold fixation on numbers with the warm heart of art and creativity to build revolutionary brands It s about

connecting with and listening to the client understanding the business and the product tapping into the client's passion for the product and transmitting that passion to the consumer It's about what happens when the business makes creativity part of its core strategy enabling it to move beyond self imposed boundaries and expand the limits of its reach With a wealth of examples from Volvo to Purdue Schmetterer shows ad agencies and managers how to help their clients develop the big creative idea that will transform their businesses and perhaps their industries It s time for companies to make the Leap that synthesizes business and creativity to reap the full rewards of profitable innovation BOB SCHMETTERER is Chairman and CEO of Euro RSCG Worldwide a one of the world's top five global advertising and communications agencies with clients such as Intel Peugeot Air France Orange Abby National MCI Danone Group Reckitt Benckiser Volvo and Yahoo Agency Marketing and Management Kelly E. Riddle, 2015-11-16 This is a simple re make of my existing book changing interior from color to black and white Outside cover remains the same color The difference between success and failure in the private investigation business is more than just being a good investigator You must operate your agency like any other business by utilizing marketing techniques and business skills As one of the most successful private investigators in America today Kelly Riddle shares time tested secrets to success Using techniques and principles that have brought him an almost unheard of rise to the top of the PI profession Kelly now shares this for others to use as a blueprint to success Learn time management skills how to use the media the power of the written word finding your niche off the wall marketing how to run and build a successful business the power of networking and associations and other areas that will increase your business This powerhouse of information is designed for those just getting into the PI profession as well as those wanting to grow their business Use these secrets to insure your agency is counted among the successful and financially secure agencies

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