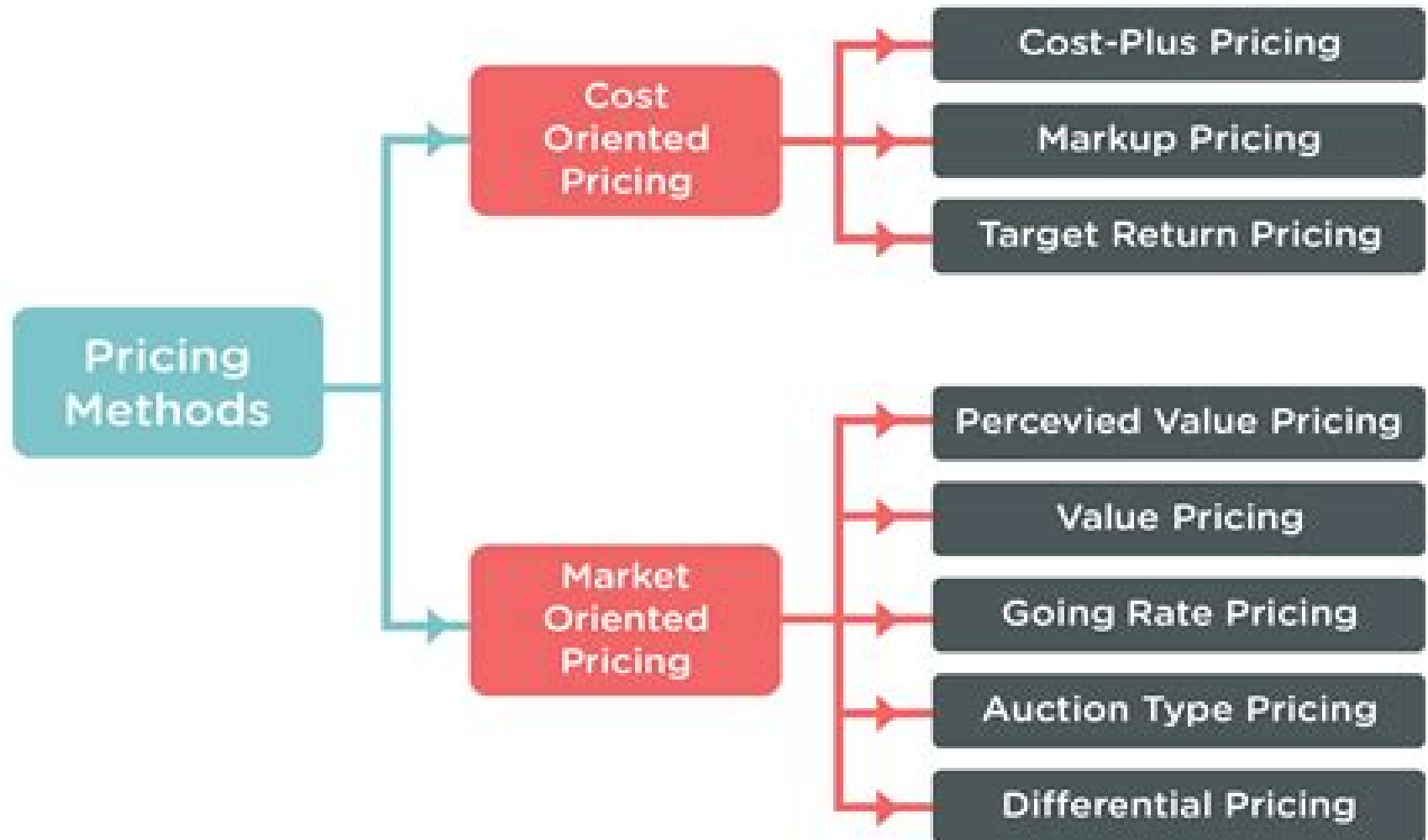




Pricing Concepts And Methods For Effective Marketing

Gábor REKETTYE,Jonathan Liu



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provides a strong foundation for the study of marketing and is essential reading for the newcomer to marketing as well as being a valuable reference for the marketing professional

Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2017-02-10 The questionable practices and policies of many businesses are coming under scrutiny by consumers and the media As such it is important to research new methods and systems for creating optimal business cultures *Organizational Culture and Behavior Concepts Methodologies Tools and Applications* is a comprehensive resource on the latest advances and developments for creating a system of shared values and beliefs in business environments Featuring extensive coverage across a range of relevant perspectives and topics such as organizational climate collaboration orientation and aggressiveness orientation this book is ideally designed for business owners managers entrepreneurs professionals researchers and students actively involved in the modern business realm

Graduate Announcement University of Michigan--Dearborn, 2000

Sustainable Marketing, Branding, and Reputation Management: Strategies for a Greener Future Masengu, Reason, Bigirimana, Stanilas, Chiwaridzo, Option Takunda, Bensson, Ruzive, Blossom, Christina, 2023-09-18 In the wake of increasing consumer and stakeholder concerns regarding environmental and social issues and the vulnerabilities exposed by the COVID 19 pandemic sustainable marketing has emerged as a critical aspect of modern business strategies *Sustainable Marketing Branding and Reputation Management Strategies for a Greener Future* provides a comprehensive and timely exploration of the key concepts trends and challenges in sustainable marketing within today's dynamic business environment This book delivers an extensive overview of sustainable marketing covering a diverse range of topics It delves into the role of sustainable marketing in addressing environmental and social concerns examines its impact on consumer behavior and brand loyalty and showcases best practices for integrating sustainability into marketing strategies and tactics Additionally it explores the challenges and opportunities associated with implementing sustainable marketing across various industries investigates the influence of digital technologies on sustainable marketing and explores the future of sustainable marketing in the post COVID 19 era Targeting marketing professionals business leaders marketing students and educators and individuals interested in advancing sustainable business practices this book serves as an invaluable resource It offers insights into the role of marketing in creating a more environmentally friendly future and equips readers with the latest strategies and best practices for promoting sustainability through marketing

Consumer Experience and Decision-Making in the Metaverse Tarnanidis, Theodore, 2024-06-24 Traditional marketing approaches must be more effective in a digital world where consumers seek more immersive and personalized experiences Businesses need to help to engage with their target audience and to understand their evolving needs and preferences This disconnect hinders their ability to create impactful marketing strategies that resonate with consumers and drive meaningful interactions *Consumer Experience and Decision Making in the Metaverse* offers a solution by exploring how the metaverse transforms consumer behavior and marketing

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