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Private Education In Singapore: Contemporary Issues And Challenges Choon-yin Sam, 2017-05-23 Not much has been written about the private education sector in Singapore despite the fact that the sector houses about 300 private education institutions PEIs and enrolls about 150 000 students Private Education in Singapore Contemporary Issues and Challenges is an exciting book that aims to fill a gap in the literature In the book the author offers an extensive discussion on i the key elements of the sector types and features of the PEIs ii the regulatory framework for private education iii students aspiration and the impact of the ASPIRE report on PEIs and iv the provision of external degree programme through transnational partnership The book also tackles the hotly debated discussion in relation to academic quality and standard of PEI courses The author identifies the reasons some of them have more characteristics of a myth and suggests a number of ways to overcome the issues and challenges

Art and the City Jason Luger, Julie Ren, 2017-05-18 Artistic practices have long been disturbing the relationships between art and space They have challenged the boundaries of performer spectator of public private introduced intervention and installation ephemerality and performance and constantly sought out new modes of distressing expectations about what is construed as art But when we expand the world in which we look at art how does this change our understanding of critical artistic practice This book presents a global perspective on the relationship between art and the city International and leading scholars and artists themselves present critical theory and practice of contemporary art as a politicised force It extends thinking on contemporary arts practices in the urban and political context of protest and social resilience and offers the prism of a critical artscape in which to view the urgent interaction of arts and the urban politic The global appeal of the book is established through the general topic as well as the specific chapters which are geographically socially politically and professionally varied Contributing authors come from many different institutional and anti institutional perspectives from across the world This will be valuable reading for those interested in cultural geography urban geography and urban culture as well as contemporary art theorists practitioners and policymakers

CONTEMPORARY MARKETING PRACTICES AND INDIAN BANKING SECTOR Dr. Janardhan Kundlik Pawar, Dr. Sudarshan Popat Pawar, 2025-07-25 1 1 Introduction The marketing policy may be a comprehensive arrangement specifically designed to realize the organization s selling objectives It provides a blueprint to realize sales goals This is often the building block of a selling arrangement and it will require intensive research Selling policies facilitate a company s concentration on fewer potential opportunities to increase sales Marketing policy may be a technique for focusing on an organization s strengths and resources It s an action that may result in augmented sales and the dominance of a targeted market A marketing policy includes development promotion distribution pricing customer relationship management etc It will be known however that the plans of the organization goals and area units are to be achieved at intervals within the stipulated timeframe It s best once are an integral part of the overall firm s policy With a marketing policy outline however

organizations can successfully interact with customers prospects and competitors within the market arena of company policies company missions and company goals

Japanese Firms in Contemporary Singapore Hiroshi Shimizu, 2008 This pioneering work discusses the role of Japan in the economic development of Singapore since 1965 by looking at the nature and extent of the value added activities of Japanese multinational corporations MNCs in the manufacturing construction and retailing sectors Japan's economic presence and influence were very strong in Singapore during this period The city state was a major recipient of Japanese foreign direct investment in Asia and was also an important overseas customer for Japanese manufacturing and construction firms In this book Hiroshi Shimizu examines the value added activities of Japanese multinational corporations in Singapore drawing on case studies of leading companies such as Minebea Pokka Corporation Kikkoman Bridgestone and Isetan He uses this information to analyse Japanese foreign direct investment in Singapore as part of an Asian or global strategy explaining competition and co operation between Japanese MNCs and local firms and evaluating various factors that led to a decline of Japan and the rise in the importance of China in Singapore particularly since the late 1990s

The Asian Modern C. J. Wan-ling Wee, 2007 How does one comprehend the phenomenon of the modernization of an Asian society in a globalized East Asian context With this opening question the author proceeds to give an account of how the modernization processes for postcolonial societies in Asia such as those of India Malaysia and Singapore are fraught with collaborations and conflicts between different socio political historical economic and cultural agents

Islam, Marketing and Consumption Aliakbar Jafari, Özlem Sandikci, 2016-01-13 In recent years a critically oriented sub stream of research on Muslim consumers and businesses has begun to emerge This scholarship located both within and outside the marketing field adopts a socio culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets This book seeks to reflect various unheard and emerging critical voices from within the Muslim world and provide a series of critical insights on how if and why Islam matters to marketing theory and practice It questions the existing assumptions and polarising discussions which underpin the portrayal of Islam as the other of Modernity while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and the Muslim This wide ranging and insightful collection will advance emerging critical perspectives and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences

Modern Marketing Communications Frank Jefkins, 2012-12-06 Marketing communications is a subject which has become popular in both marketing and public relations circles but sometimes with different parameters There are those who prefer to confine marketing communications to promotional activities which is mostly an academic point of view and there are those who see the subject in broader terms embracing every form of communication used in marketing which is how the subject is practised in the business world While the author has long experience as a teacher and examiner he also

continues to be a professional practitioner Consequently the book aims to serve those concerned with both the academic and the professional in interpretations of marketing communications It is of course hoped that those who adopt the academic approach to the subject will eventually acknowledge that there is more to marketing communications than advertising sales promotion selling marketing research and public relations It is also necessary to realise that public relations embraces much more than the publicity in the 4Ps promotion box Without wishing to be contentious this broad approach is proposed so that communications of all kinds throughout the marketing strategy can have maximum effect Very little has been published on this subject and the book is therefore a pioneer attempt to establish the practical parameters of modern marketing communications There are so many broad and narrow interpretations of marketing communications but it is hoped that this book will be useful to teachers students and practitioners of the subject

Marketing and Consumer Behavior:

Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential Marketing and Consumer Behavior Concepts Methodologies Tools and Applications explores cutting edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends Including both in depth case studies and theoretical discussions this comprehensive four volume reference is a necessary resource for business leaders and marketing managers students and educators and advertisers looking to expand the reach of their target market

The Creativity Market Dominique Hecq, 2012-04-05 This book focuses on creative writing both as a subject in universities and beyond academia with chapters arranged around three organising sub themes of practice research and pedagogy It explores the creative component of creative writing in the globalised marketplace making the point that creative writing occurs in and around universities throughout the world It examines the convergence of education globalisation and economic discourses at the intersection of the university sector and creative industries and foregrounds the competing interests at the core of creativity as it appears in the neo liberal global discourse in which writers are enmeshed The book offers case studies from the UK the USA Canada Australia and Singapore that are indicative of the challenges faced by academics postgraduate students and creative industry professionals around the world

Market Factors in Singapore Floyd J. Dubas, 1969

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