

International Marketing
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Livingstone, James M.

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Geoffrey Jones, Nicholas J. Morgan



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Pricing Gábor REKETTYE, Jonathan Liu, 2018-05-23 Pricing The New Frontier by Gábor REKETTYE and Jonathan LIU
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knowledge of the dynamics of setting price in a networked global context and enables academics and professionals to have a clear understanding of the principle and practice Dr Xinping Shi Associate Professor of Information and Operations Management Hong Kong Baptist University Hong Kong SAR China Getting the pricing of products and services right is challenging and difficult It is more complicated in a globalized world and further challenging when it is across different types of economies This book will offer guidance in setting and negotiating prices for trading across borders and on the digital platform and will prove useful for practitioners and students I highly recommend the book Professor Vincent XG Qi PhD FRAI Wolfson College University of Cambridge Marcel Mauss Chair Distinguished Professor of Global Supply Chain Management and Business Anthropology Anshan Normal University in China Contents PART 1 PRICING BASICS Chapter 1 PRICING IN FOCUS Chapter 2 THE ECONOMICS OF PRICING Chapter 3 CUSTOMERS PRICE PERCEPTION Chapter 4 PRICES COSTS AND PROFIT Chapter 5 METHODS OF PRICE SETTING PART 2 STRATEGIES AND TACTICS OF PRICING Chapter 6 PRICING STRATEGY Chapter 7 PRODUCT LIFE CYCLE PRICING Chapter 8 DYNAMIC PRICING Chapter 9 PRODUCT LINES PRICING Chapter 10 PRICE BUNDLING PART 3 INTERMEDIARY PRICING Chapter 11 PRICING ACROSS THE MARKETING CHANNELS Chapter 12 RETAIL AND WHOLESALE PRICING Chapter 13 PRICING IN INTERNATIONAL MARKETS Chapter 14 SUCCESSFUL PRICE NEGOTIATIONS Bibliography Index Product Details ISBN 9781910781944 Publisher Transnational Press London Published 23 May 2018 Language English Pages 320 Interior Ink Black white Weight approx 0 65 kg Dimensions approx 18 9cm wide x 24 59cm tall Macmillan studies in marketing management , **MANAGEMENT AND COST ACCOUNTING** COLIN M. DRURY,2013-12-11 Revenue Management in the Age of Artificial Intelligence Sourou Meatchi,2025-09-30 Today Revenue Management is a key practice in the air transport tourism and hotel industries Originally known as Yield Management Revenue Management has gradually evolved into an integral revenue optimization strategy for businesses characterized by capacity constraints and fluctuating demand Revenue Management in the Age of Artificial Intelligence explores through numerous case studies and concrete examples the principles models and applications of Revenue Management while addressing the ethical challenges and prospects offered by digital technology and artificial intelligence This book is aimed at professionals students researchers and anyone wishing to understand the dynamics of price management in a constantly changing economic environment It highlights the importance of transparency and fairness in maintaining consumer confidence while demonstrating that Revenue Management is much more than a simple pricing technique it is an essential strategic tool for many service companies **Pricing** Frank Livesey,1976 **Strategic Marketing Management (RLE Marketing)** Gordon Foxall,2014-09-15 This book considers marketing management within the overall corporate system of business policy making strategic planning and the implementation and control of effective plans The information requirements of marketing management are highlighted and the marketing information system concept is developed within the framework of managerial information systems In the chapters which deal with the elements

of the marketing mix the interrelated nature of these variables is emphasized The book illustrates how the successful marketing manager can master each weapon in the marketing armoury and how s he can integrate those weapons to achieve the right mix for each product The accent on integrated marketing continues in the final section where differentiated marketing is presented as an integrative framework and where the systematic control of marketing operations is described This book is for students who will one day be managers its emphasis is therefore on what is possible in marketing management and the most effective means by which marketing objectives can be attained MARKETING MANAGEMENT, Second Edition GOVINDARAJAN, M.,2007-09-13 The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise The book offers an insight into each facet of the marketer s role in relationship to an organization It highlights the knowledge the skills and the competencies necessary for marketers to succeed in today s competitive world and bridges the gap between the theory of marketing and the realities of the high tech market This NEW edition includes comprehensive coverage of the funda mentals of marketing and a discussion on market focused business strategy It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom There is a series of chapter vignettes on contemporary issues in marketing Chapter end self testing material includes a summary numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing This book is primarily written for postgraduate students of Business Administration MBA for courses in Principles of Marketing Marketing Management This book can also be used to advantage by undergraduate students of Business Administration BBA for courses in marketing and by students of engineering where an elective course on Marketing Management is prescribed **Essentials of Marketing Management** Geoffrey Lancaster,Lester Massingham,2017-08-24 The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs With an array of examples and case studies from around the world Lancaster and Massingham s vital study offers an alternative to the traditional American focused teaching materials currently available This second edition has been fully revised and updated including a new chapter on digital marketing written by Dr Wilson Ouzem Topics covered include consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate MBA and masters students in marketing management classes Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic *Business Marketing Face to Face* Chris Fill,Scot McKee,2011-10-01 Business Marketing is an academic textbook written from a marketing management perspective It is about the marketing methods issues and principles associated with the relationships and interactions between organisations **Consuming Books** Stephen Brown,2006-04-18 Big name contributors such as Malcolm McDonald Julia Kirby and Morris Holbrook First book to focus on marketing in the publishing industry Stephen Brown is a well known name in this sphere of marketing *Market Management and Project Business*

Development Hedley Smyth, 2014-09-25 Market Management and Project Business Development is a guide to the theory of marketing and selling projects in business demonstrating how to secure and deliver value and improve performance in profitable ways By providing a set of key principles and guidelines to business to business B2B marketing construction project management expert Hedley Smyth demonstrates how to use marketing and business development principles to maximise the value of a project The book takes a step by step approach by dealing with each stage in a project s lifecycle in turn covering a range of approaches including the marketing mix relationship marketing and its project marketing variant entrepreneurial marketing and the service dominant logic This book is valuable reading for all students and specialists in project management as well as project managers in business management the built environment or indeed any industry

Charity Marketing Fran Hyde, Sarah-Louise Mitchell, 2021-12-19 Charities operate within an increasingly challenging environment with competition for public engagement funding and volunteers intensifying High profile scandals have knocked public trust and the recent Covid 19 pandemic has illustrated how important it is for charities to provide support in times of need and fill the gap left by inadequate public sector provision Across 12 chapters a diverse group of academics and deep thinking practitioners present contrasting perspectives and the latest thinking on the challenges within the charity sector The approach of the book contributes to the growing phenomenon of Theory Practice in Marketing TPM presenting different perspectives and theoretical lenses to stimulate debate and future research Charity Marketing provides a bridge between the practice of contemporary nonprofit organisations charity marketing and recent academic insight into the charity sector Using exemplar case studies of nonprofit and charity brands this edited volume will be of direct interest to students academics marketing practitioners and researchers studying and working in charities public and nonprofit management and marketing

Strategic Pharmaceutical Marketing Management in Growth Markets Mithun Nandy, 2023-05-09 India is the largest provider of generic drugs globally The Indian pharmaceutical sector supplies over 50% of the global demand for various vaccines and as a result holds an important position in the global pharmaceutical sector This book is a comprehensive study of pharmaceutical marketing management in the Indian context and similar growth markets The book introduces the fast paced and multi faceted discipline of pharmaceutical marketing management through an in depth discussion on the genesis and evolution of its marketing concept Combining theory and practice it offers a strategic approach to pharmaceutical marketing from an organizational and business perspective and explicates the practical applications of it Richly supported by case studies the book brings together fresh perspectives and approaches equally useful for students and professionals This book will be of interest to academicians advanced students and practitioners of pharmaceutical marketing and pharmaceutical management It will also be beneficial to those interested in business strategy decision making and international marketing

The Routledge Companion to Cost Management Falconer Mitchell, Hanne Nørreklit, Morten Jakobsen, 2013-08-22 Over the last two decades cost management has been an area of dynamic change and development This

is evident in the extensive inventory of new high profile techniques that have emerged With cost management now firmly established as a distinct sub discipline within management accounting The Routledge Companion to Cost Management is a timely reference volume covering both practical developments and research in this area Topics covered include Cost control issues Cost analysis and decision making Cost management systems Environmental cost management With chapters from an international team of contributors this prestigious companion will prove an indispensable addition to any library with aspirations of keeping up to date with the world of accounting

Adding Value (RLE Marketing) Geoffrey Jones, Nicholas J. Morgan, 2014-09-19 An international group of scholars drawn from the United States Europe and Australia and from a number of academic disciplines explores the history of marketing in the food and drink industries focusing on the meaning of brands the ways in which they add value and the surrounding business strategies

Marketing Decision Making and the Management of Pricing: Successful Business Tools Rajagopal, Dr., 2013-05-31 This book provides the latest research studies market analysis and best practices utilized in emerging markets to gain competitive advantage and market leadership

Provided by publisher Research Methods for Operations and Supply Chain Management Christer Karlsson, 2023-11-15

Research Methods for Operations and Supply Chain Management third edition is a toolkit of research approaches primarily for advanced students and beginner researchers but also a reference book for any researcher in operations and supply chain management OSCM Many students begin their careers in research limited by the one or few approaches taken by their department The concise accessible overviews found here equip them with an understanding of a variety of methods and how to use them enabling students to tailor their research project to their own strengths and goals The more seasoned researcher will find comprehensive descriptions and analyses on a wide variety of research approaches This updated and enhanced edition responds to the latest developments in OSCM including the growing prominence of services and production of intangible products the complete supply chain and the increasing use of secondary data and of mixed approaches Alternative research approaches are included and explored to help with the planning of research This edition also includes expanded literature reviews and analysis to guide students towards the next steps in their reading and more detailed step by step advice to tie theory with the research Including contributions from an impressive range of the field s leading thinkers in OSCM research this is a guide that no one embarking on an OSCM research project should be without Previous editions of this book were published under the title Research Methods for Operations Management and Researching Operations Management

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

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International Business and the Eclectic Paradigm John Cantwell,Rajneesh Narula,2003-07-24 The eclectic paradigm has arguably become the dominant theoretical basis in the study of FDI multinational corporations and internationalisation over the last two decades The contributions to this volume evaluate the eclectic paradigm in the global economy and its validity as a theoretical basis to understand developments such as economic globali Strategic International Marketing T C Melewar,Suraksha Gupta,2017-09-16 Strategic International Marketing collates the most recent ideas trends and original research in the theory and practice of global marketing strategy and tactics Straightforward language and illustrative case studies feature throughout this text from the leading thinkers in the international marketing field

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