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KEY=STUDY - SHAYLEE HARTMAN

Marketing : 10 cases studies

Case studies with solutions

Renault, Samsung, Lacoste This book provides opportunities to discover a selection of issues recently faced by 10 major French companies. Each case offers in a clear and structured manner: a case presentation sheet including the problem statement, learning objectives, as well as the main themes and marketing tools used throughout the case; a narrative reviewing important information about the company and its environment, leading to the problem to be investigated; a series of questions guiding the draft of a structured solution; a detailed solution outlining the main strategic recommendations. Based on real issues and written in collaboration with the companies, the 10 fi eld-based case studies allow applying marketing principles, theories and models: segmentation, positioning, marketing plan, as well as designing strategies at the product, price, place and promotion levels. Learning by doing, applied to marketing!"

Infrastructure and Technology Management

Contributions from the Energy, Healthcare and Transportation Sectors

Springer This book presents emerging technology management approaches and applied cases from leading infrastructure sectors such as energy, healthcare, transportation and education. Featuring timely topics such as fracking technology, electric cars, Google's eco-friendly mobile technology and Amazon Prime Air, the volume's contributions explore the current management challenges that have resulted from the development of new technologies, and present tools, applications and frameworks that can be utilized to overcome these challenges. Emerging technologies make us rethink how our infrastructure will look in the future. Solar and wind generation, for example, have already changed the dynamics of the power sector. While they have helped to reduce the use of fossil fuels, they have created management complications due to their intermittent natures. Meanwhile, information technologies have changed how we manage healthcare, making it safer and more accessible, but not without implications for cost and administration. Autonomous cars are around the corner. On-line education is no longer a myth but still a largely unfulfilled opportunity. Digitization of car ownership is achievable thanks to emerging business models leveraging new communication technologies. The major challenge is how to evaluate the relative costs and benefits of these technologies. This book offers insights from both researchers and industry practitioners to address this challenge and anticipate the impact of new technologies on infrastructure now and in the future.

Marketing Action Plans

Outlines, Templates, and Guidelines for Gaining a Unique Competitive Edge

iUniverse Is your business not reaching enough prospects, experiencing long sales cycles, or not seeing your marketing campaigns generating the revenue you expect? What if you could have instant access to preexisting plans, do more in less time, save money, and increase your ROI? Morgan Rees has put it all together in Marketing Action Plans, a concise, step-by-step book with bottom line guides and strategies that will take your company from invisible to remarkable. Its like having your own marketing department available to you, twenty-four hours a day, every day! Learn from Morgans experience with such notable brands as Philips Electronics, Norelco, Marantz, Magnavox, Citrix Online, Netgear, and Honeywell. Marketing Action Plans offers ready-to-use plans, processes, outlines, guidelines, booklets, templates, and forms that you can customize by simply filling in the details. Some customization will be necessary to fit the needs of your organization, but a substantial part of your plan, layout, and content are provided. Marketing Action Plans is a year-round resource tool. Its not the kind of book that sits on your bookshelf at home; rather, it is an important tool that can guide you through the development of plans for your company or organization. Enjoy your MAP to success.

Principles of Information Systems

Cengage Learning Readers develop an understanding of the core principles of IS and how it is practiced today with PRINCIPLES OF INFORMATION SYSTEMS, 13th edition. This edition combines the latest research with the most current coverage available as content highlights IS-related careers. Readers explore the challenges and risks of computer crimes, hacking, and cyberterrorism as well as the most current research on big data, analytics, and global IS and social networking. In addition, readers examine business intelligence; cloud computing; e-commerce; enterprise systems; ethical, legal, and social issues of information systems; mobile computing; project management; strategic planning; and systems acquisition. Readers learn how information systems can increase profits and reduce costs as they explore new information on artificial intelligence, change management, data governance, energy and environmental concerns, Internet of Everything, Internet censorship and net neutrality, virtual teams, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Big Data, Analytics, and the Future of Marketing & Sales

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace.The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Digital Marketing: Cases from India

Notion Press Given the above challenge, we have selected a few authentic Indian cases that can be used to discuss various concepts of digital marketing. This will address the dearth of contextual cases in the field of digital marketing. The book is a collection of short cases which address specific issues on digital marketing like social media marketing, email marketing, campaign management and analysis, digital marketing strategies, blogs and others. We have tried to present real digital marketing challenges faced by organizations, and how they manage their marketing issues. Each case was developed by considered effort of the authors and editors so that a right blend of theory and practice can be presented in front of the readers. We are hopeful that this book will prove to be useful to both students and teachers working in the area of digital marketing. This book can be used as a supplement to any Digital Marketing text of a professor's choice for both classroom teaching for management programs, and teaching at executive training and regular courses. We hope to bring out new editions of the book with additional/new cases every year or two and keep it contemporary.

200 Marketing Ideas for Your Website

Marketing Cues Do you need new ideas for your website? '200 Marketing Ideas for Your Website' is a practical and concise guide that contains ideas extracted from over 2,000 websites reviewed especially for this book. It explains the marketing benefits of the selected ideas, includes tips and guidelines and refers to 262 web examples, including 50 screenshots, to demonstrate their application. '200 Marketing Ideas for Your Website' focuses on website content. It is a guide that will stimulate your thinking and encourage you to experiment. This no-hype book is written by Henriette Martel-Lawson, a qualified marketer, consultant and speaker who gives seminars on website strategies.

Social Commerce

Marketing, Technology and Management

Springer This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover

tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

Essentials of Marketing

Oxford University Press Do your students need a fresh and concise introduction to marketing? Essentials of Marketing has arrived! This is the must have textbook for students looking to shine and excel in their marketing studies and future careers. Packed full of exciting and meaningful cases from organizations such as IKEA, FourSquare, Groupon and WOMAD, students are encouraged to think critically and consider how they would tackle the real marketing challenges and issues encountered by professionals on a daily basis. Covering the latest trends and developments in marketing, including social media and mobile marketing, students are given the opportunity to go beyond classical marketing theories and explore the latest cutting edge perspectives. Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook.

Web Design and Marketing Solutions for Business Websites

Apress This book teaches you all you need to know to create effective web sites for businesses of all sizes. It's packed with useful tips and practical examples. First you are taken through the planning stage, including overall site structure, grouping content, using content and language effectively, and planning for accessibility. Next, you are shown how to effectively design the different parts of your site as well as how to add specialized improvements, including feedback forms and search functionality. The examples focus largely on CSS and HTML, but the principles are applicable to any site and some useful Flash examples are also provided.

Customer Relationship Management Strategies in the Digital Era

IGI Global In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

Social Media Strategy

Marketing, Advertising, and Public Relations in the Consumer Revolution

Rowman & Littlefield Publishers Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution, Third Edition is a blueprint for the practice of marketing communications, advertising and public relations in a digital world where the consumer holds the power. This new edition presents up-to-date strategies for innovating change, supporting traditional efforts, and leverage consumer influence for the good of the brand. Examples from small businesses, large corporations, and non-profit organizations provide real-world statistics in an accessible and highly practical text. This new and updated edition presents a fuller, integrated approach to the traditional disciplines of marketing, advertising, and public relations. Adopters of the first edition will find the original structure and approach supplemented with updated statistics, features, tactics, and social media platform options. New features include: Expanded discussion of social media careers, ROI, social media plan outline, crisis communication, and content creation Chapter Checklists that challenge students to seek out latest developments in rapidly changing social media Key Concepts sections appear at the end of chapters as an easy study reference Full Glossary of all key concepts, including more than 125 new terms Ethics-focused questions and new brand examples in each chapter Coverage of new developments such as TikTok, AI and messenger chatbots, as well as links to professional certifications from Hootsuite, HubSpot, Facebook, Google, and more Instructor resources may be found at https://textbooks.rowman.com/Quesenberry3E. These include: Updated case briefs, chapter outlines, and test banks Revised example assignments and syllabi for undergraduate and graduate courses New PowerPoint slides for in-person or online lectures Ten downloadable templates and guides to support key strategic tools

Case Studies in Marketing

Probably no amount of classroom training can beat learning through real life examples.This is especially true in the case of Marketing Management where consumer tastes & loyalties and market dynamics are ever-changing. With his book Case Studies in Marketing, Dr. Suresh Abhyankar gives students of Marketing Management an insight into ground realities. The case studies he has carefully selected from his vast experience as a Marketing Consultant intend to make students aware of the various situations in the market place and the challenges they as future marketers would be likely to face. The author covers all the relevant topics of Marketing Management like Sales Management, Retail Marketing, Industrial Marketing, Services Marketing, Agricultural Marketing, Rural Marketing, Consumer Behaviour, International Marketing, Strategic Marketing and Consumer Protection, making this a useful book for students and faculty a like. Pertinent questions at the end of the case studies challenge students to come up with possible solutions and determine the best solution in the given circumstances. A must -have book for students as well as the faculty of Marketing Management!

CASE STUDIES IN MARKETING, SEVENTH EDITION

THE INDIAN CONTEXT

PHI Learning Pvt. Ltd. This well-received and widely accepted book by the students of business schools across the country, in its Seventh Edition, provides cases that have been culled from the real business world and drawn from authentic sources. NEW TO THE SEVENTH EDITION In the present edition, the following cases have been thoroughly updated: • Ace Designers • BEML • BHEL • BPL • Gillette India • Infosys • Oracle • SAP • Standard Chartered Bank • Taj West End • HMT Watches • HMT Machine Tools These cases highlight the business environment of different companies, specifically from the view of competitiveness, product development, market strategies and inter-national business. The facts and data given in the case studies are compiled and presented in a simple and easy-to-read style for better understanding of the market practices. TARGET AUDIENCE • MBA • PGDM • MIB

Research and Development in E-Business through Service-Oriented Solutions

IGI Global As businesses are continuously developing new services, procedures, and standards, electronic business has emerged into an important aspect of the science field by providing various applications through efficiently and rapidly processing information among business partners. Research and Development in E-Business through Service-Oriented Solutions highlights the main concepts of e-business as well as the advanced methods, technologies, and aspects that focus on technical support. This book is an essential reference source of professors, students, researchers, developers, and other industry experts in order to provide a vast amount of specialized knowledge sources for promoting e-business.

After the Sale is Over ...

Handbook of Service Marketing Research

Edward Elgar Publishing The Handbook of Service Marketing Research brings together an all-star team of leading researchers in service marketing to explore many of the hottest topics in service marketing today. Cutting-edge topics include: customer relationships and loy

Digital and Social Media Marketing

Emerging Applications and Theoretical Development

Springer Nature This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

INTERNATIONAL MARKETING ,Fourth Edition

PHI Learning Pvt. Ltd. This well-established book, now in its Fourth Edition, provides the latest information and data on International Marketing with emphasis on the Indian context. Retaining all the strengths of the previous editions, the new edition includes significant updates in the case studies, namely, • Infosys Technologies Limited • SAP India • Global Marketing in Wipro—Growing in Strength • I-Flex Solutions (Currently Oracle Financial Software Solutions) • Ace Designers • Gillette India • Mysore Sales International Limited These case studies presenting the facts and data explicitly, familiarise the readers with the latest developments and changing scenario of international marketing. Now, the text highlights a wide variety of aspects relating to the business environment, with specific focus on competition, product development, market strategy and international business. Primarily intended for postgraduate students of management, the book would also greatly benefit managers attending various management programmes.

Marketing Techniques for Financial Inclusion and Development

IGI Global Financial inclusion has been one of the most propagated ideologies in countries, and as a result, significant efforts have been taken to nurture institutions and systems to include an array of socio-economic classes. Various financial institutions and societies have taken steps toward financial inclusion, but to be successful, they need to understand how to accurately target and market their potential customers as well as the new avenues for development. Marketing Techniques for Financial Inclusion and Development is a critical scholarly resource on the marketing techniques adopted by various financial institutions and societies for promoting financial inclusion initiatives for the development of the society at large. Featuring coverage on a broad range of topics such as consumer awareness, financial literacy, and micro-enterprises, this book is geared towards managers, investors, brokers, researchers, and all others within the banking industry.

Quality Management Implementation in Higher Education: Practices, Models, and Case Studies

Practices, Models, and Case Studies

IGI Global Although initially utilized in business and industrial environments, quality management systems can be adapted into higher education to assess and improve an institution's standards. These strategies are now playing a vital role in educational areas such as teaching, learning, and institutional-level practices. However, quality management tools and models must be adapted to fit with the culture of higher education. Quality Management Implementation in Higher Education: Practices, Models, and Case Studies is a pivotal reference source that explores the challenges and solutions of designing quality management models in the current educational culture. Featuring research on topics such as Lean Six Sigma, distance education, and student supervision, this book is ideally designed for school board members, administrators, deans, policymakers, stakeholders, professors, graduate students, education professionals, and researchers seeking current research on the applications and success factors of quality management systems in various facets of higher education.

The UCLA Anderson Business and Information Technologies (BIT) Project

A Global Study of Business Practice (2012)

World Scientific This is the third of a series of research volume of papers from the Business and Information Technologies global research network. The group includes 20 partners from 16 countries, who conduct studies on the impact of new information and communication technologies on business practice, industry structure, and economic change. The book presents a unique longitudinal and cross-sectional view of technology adoption and business practice across a diverse set of countries and economies. It appears that there are some commonalities with respect to patterns of technology adoption , but also significant differences across countries. Furthermore, innovative practices can arise in every country, and have the potential to be applied in other countries. The identical survey carried out in different countries enables benchmarking and accurate comparisons across those markets. It is also extremely broad in its coverage of business practice in terms of functions and performance. Contents:BIT Survey Reports:Global Trends for Technology Adoption — Results of the BIT Survey across Ten Countries (Vandana Mangal and Uday S Karmarkar)A Survey on Business and Information Technology in Taiwan Annual Report 2010 (Ya-Ching Lee and Ting-Peng Liang)The Business and Information Technologies Project: The New Zealand Perspective (Margo Buchanan-Oliver and Ananth Srinivasan)A Survey on the Level of Utilization in Using Information Technology by Malaysia's Small and Medium Enterprises (Sulaiman Ainin, Tengku Mohamed Faziharudean, Shamsul Bahri and Noor Akma Salleh)Information Technology and Business Practices in Germany: Results from the 2011 Bit Survey (Till J Winkler, Christoph Goebel, Francis Bidault and Oliver Günther)Related Studies:US Trade in Information-Intensive Services (Uday M Apte and Hiranya K Nath)A Framework for Servitization of Manufacturing Companies (Jihee Ryu, Hosun Rhim, Kwangtae Park and Hong-Il Kim)The Impact of Digital Technology on Service Networks: Studying a Case in the Advertising Sector (Andreina Mandelli and Alessandro Mari)Is Work Moving Out of Firms' Boundaries? Evidence on Telework Adoption and Services Industrialization in Italian Enterprises (Paolo Neirotti, Emilio Paolucci and Elisabetta Raguseo)Industrializing Parking Management: Evidences from the Park-ID Project (Enzo Baglieri and Vitaliano Fiorillo)Tourists and Destination Management Organizations Facing Social Media and eWord-of-Mouth. A Research in Italy (Andreina Mandelli, Elena Marchiori and Lorenzo Cantoni) Readership: Graduate students and researchers in innovation/technology/knowledge/information management and organizational behavior; Senior managers and executives for understanding and making decisions related to business and technology issues in the global economy. Keywords:Information Economy;Information Technology;Technology ManagementKey Features:The partners in the BIT network are leading and influential researchers in their respective countries. As such, the survey studies are highly credibleThe survey is extremely broad in its coverage of business practice in terms of functions and performanceThe identical survey carried out in different countries, enables benchmarking and accurate comparisons across those markets

Encyclopedia of Business Analytics and Optimization

IGI Global As the age of Big Data emerges, it becomes necessary to take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value. The Encyclopedia of Business Analytics and Optimization confronts the challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal.

Fundamentals of Information Systems

Cengage Learning Combining the latest research and most current coverage available into a succinct nine chapters, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field--and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter. Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E and its resources can help them maximize their success as employees, decision makers, and business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Data Mining Using SAS Applications

CRC Press Most books on data mining focus on principles and furnish few instructions on how to carry out a data mining project. Data Mining Using SAS Applications not only introduces the key concepts but also enables readers to understand and successfully apply data mining methods using powerful yet user-friendly SAS macro-call files. These methods stress the use of visualization to thoroughly study the structure of data and check the validity of statistical models fitted to data. Learn how to convert PC databases to SAS data Discover sampling techniques to create training and validation samples Understand frequency data analysis for categorical data Explore supervised and unsupervised learning Master exploratory graphical techniques Acquire model validation techniques in regression and classification The text furnishes 13 easy-to-use SAS data mining macros designed to work with the standard SAS modules. No additional modules or previous experience in SAS programming is required. The author shows how to perform complete predictive modeling, including data exploration, model fitting, assumption checks, validation, and scoring new data, on SAS datasets in less than ten minutes!

ICICKM2008- 5th International Conference on Intellectual Capital, Knowledge Management and Organisational Learning

ICICKM 2008

Academic Conferences Limited

Handbook of Research on Managerial Solutions in Non-Profit Organizations

IGI Global Non-profit Organizations (NPOs) are the fastest growing organizations in modern society. They exist in a liminal realm between public and private organizations, and because of this, new jurisdictions are created for NPOs. The existence of NPOs is contingent upon their adequacy, and management is a key determining factor as to whether an organization survives. The Handbook of Research on Managerial Solutions in Non-Profit Organizations provides relevant theoretical frameworks and the latest empirical research findings related to the successful management of nonprofits. Providing insights into the best practices and valuable comparisons between strategies in different contexts, this book gives invaluable support for nonprofit managers, policy makers, students, and researchers.

Principles of Marketing

Oxford University Press, USA This book provides and introduction to the principles of marketing, beginning from the underlying theoretical bases which are often borrowed from the disciplines of economics, sociology, and psychology. Practical application of theory is provided through case studies and vignettes. This book tries not to present prescriptive solutions to marketing problems, but encourages debate about causes and effects. Underlying much of the discussion in this book is the question of whether marketing should be considered a science or an art. In addition to chapters covering the traditional elements of the marketing mix, the book provides insights into issues of contemporary concern in marketing. A chapter is devoted to discussion of the social responsibility of marketing. The growing importance of direct marketing and the role of electronic commerce is reflected in a separate chapter. The role of information management is emphasized throughout the book. There is a separate chapter on the marketing of services, although throughout the text an attempt has been made to provide services examples, which reflect their relative importance in western economics. Practical applications of theory highlight shortcomings of established frameworks for the study of marketing, and the reader is encouraged to formulate alternative frameworks. Although the book has necessarily been divided into a number of chapter it recognizes that in the real world marketing cannot be neatly compartmentalized in this way. In an attempt to offer a holistic vision, each chapter closes with a summary of how that chapter relates to other chapters. Vignettes and case studies provide integrative perspectives. To encourage further study each chapter contains suggestions for further reading and a selection of useful websites.

Optimizing Current Practices in E-Services and Mobile Applications

IGI Global In the modern world of mobile applications, the expansion of e-services, self-services, and mobile communication constantly allows for new multidisciplinary developments in academia and industry. Optimizing Current Practices in E-Services and Mobile Applications is a critical scholarly resource that examines issues in the production management, delivery, and consumption of e-services. Featuring coverage on a broad range of topics, such as marketing, management, social media, and entrepreneurship, this book is an ideal resource for professionals, researchers, academicians, and industry consultants with an interest in the emergence of e-services.

Innovations in Services Marketing and Management: Strategies for Emerging Economies

Strategies for Emerging Economies

IGI Global Modern corporations face a variety of challenges and opportunities in the field of sustainable development. Properly managing assets and maintaining effective relationships with customers are crucial considerations in successful businesses. Innovations in Services Marketing and Management: Strategies for Emerging Economies presents insights into marketing strategies and tactical perspectives in both large and small enterprises. The chapters in this book explore case studies, contemporary research, and theoretical frameworks in effective business management, providing students, academicians, researchers, and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services.

Serviceology for Services

Selected papers of the 1st International Conference of Serviceology

Springer Services are key activities in the globalization of the economy and also underlie the quality of life of local residents. The advanced work presented in this book was selected from the proceedings of the First International Conference on Serviceology (ICServ2013), held October 16–18, 2013 in Tokyo. This book provides a useful overall guide to the state of the art in theory and practice of services for researchers in various fields, including engineering, marketing, economics, and others. This work also facilitates the scientific systematization of services and promotes technological developments for solutions of industrial issues.

Handbook of Research on Mobile Marketing Management

IGI Global "This book provides a compelling collection of innovative mobile marketing thoughts and practices"--Provided by publisher.

Digital Marketing

Strategy, Implementation & Practice

Pearson UK Now in its seventh edition, 'Digital Marketing' provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals.

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Eco-Innovation and the Development of Business Models

Lessons from Experience and New Frontiers in Theory and Practice

Springer Environmental challenges such as pollution, climate change, water and natural resources depletion and dwindling bio-diversity are true threats to the survival of our civilization, forcing us to learn how to act now. Fortunately this is exactly what this book does: presenting real life cases, along with theory, methodologies and tools demonstrating how eco-innovation can support sustainable economic growth and save our planet for future generations. Following an introduction describing developments and directions of eco-innovation, Section One discusses Models and Frameworks Supporting Eco-Innovation, with chapters on search strategy for radical eco-innovation; and systematic eco-innovation with TRIZ Methodology. Section Two offers surveys and case studies showing eco-innovation in practice, including a sketch of the eco-innovative landscape in the Brazilian Cellulose, Paper and Paper Products Industry; efforts to eco-innovate among large Swedish companies; progress towards joint product-service business models and more. The third section surveys future directions and emerging trends, among them a new methodology for eco-friendly construction; the development of lightweight small inter-island ferries in Scandinavia and BioTRIZ: a win-win methodology for eco-innovation. The book explores eco-innovation as a framework for supporting the development of new business models which consider the entire business ecosystem, on the way to a sustainable world. Moreover, it explores the eco-innovation process in cross-national and cross-sector perspective.

Marketing Technologies

Corporate Cultures and Technological Change

Routledge Global corporations initiate, join and maintain socio-technological change and hence, alter the ways in which we organize our lives. Demanding significant investment of resources and time, the development and implementation of new technologies on different levels must take into consideration these subtle processes. As such, it is particularly important that we have a greater insight into the practices of hi-tech corporations, in view of the often inflated promises of and concerns about the destiny of technological breakthroughs, especially those promising sizeable economic outcomes and societal transformation. Elena Simakova undertook a lengthy ethnographic study, working alongside marketing managers in a global IT corporation in their Europe, Middle East and Africa (EMEA) headquarters in the UK. Using the experience gained through a close participation in their everyday corporate rituals and routines, her account challenges common perceptions of how corporations make the world think and act with regard to technologies in particular ways. The book contains an interesting case study on the launch of a radio frequency identification (RFID) based solution. Unravelling the

construction of expectations, inclusions and exclusions around emerging technologies, this reflexive account also tackles uneasy practical and methodological questions pertinent to corporate ethnography. This book is an essential read for scholars in science and technology studies, economic sociology, anthropology, as well as management and organizational studies and research policy.

Global Mobile Commerce: Strategies, Implementation and Case Studies

Strategies, Implementation and Case Studies

IGI Global Explores global m-commerce strategies and technological standards, and provides cases of the subject from a global perspective.

GDPR and Cyber Security for Business Information Systems

CRC Press The General Data Protection Regulation is the latest, and one of the most stringent, regulations regarding Data Protection to be passed into law by the European Union. Fundamentally, it aims to protect the Rights and Freedoms of all the individuals included under its terms; ultimately the privacy and security of all our personal data. This requirement for protection extends globally, to all organisations, public and private, wherever personal data is held, processed, or transmitted concerning any EU citizen. Cyber Security is at the core of data protection and there is a heavy emphasis on the application of encryption and state of the art technology within the articles of the GDPR. This is considered to be a primary method in achieving compliance with the law. Understanding the overall use and scope of Cyber Security principles and tools allows for greater efficiency and more cost effective management of Information systems.GDPR and Cyber Security for Business Information Systems is designed to present specific and practical information on the key areas of compliance to the GDPR relevant to Business Information Systems in a global context.

Tourism Management

An Introduction

SAGE This introductory text provides readers with a robust understanding of tourism and its industries, including how destinations are developed, marketed and managed, and how tourism impacts communities, environments and economies. The authors discuss the critical issues affecting 21st century tourism, such as sustainability, the climate crisis, globalisation, community, technology, the environment and the sharing economy. The text has been fully updated in light of the Covid-19 pandemic and its notable, and in some cases lasting, impacts on the tourism industry. The text features new mini-case studies (snapshots) and international case studies from countries around the globe including USA, Saudi Arabia, India, China, New Zealand, Australia, Namibia and the UK. It discusses the latest trends in transport, hospitality, attractions and the travel trade and includes examples from major tourism companies including Trip.com, TUI and Airbnb. The book is suitable for students who are starting their tourism studies as part of their college or university education. Clare Inkson is a Senior Lecturer in Tourism and Course Leader of BA Tourism with Business at the University of Westminster, London. Lynn Minnaert is the Academic Director and Clinical Associate Professor at New York University's Jonathan M. Tisch Center for Hospitality and Tourism.

Introduction to Marketing

Theory and Practice

Oxford University Press, USA This is a concise introduction to the principles of marketing, offering both critical analysis and applied case studies. It is ideal as a one semester introductory title for students studying at both undergraduate and postgraduate level.