

# Cases in Marketing Management and Strategy



**An Asia-Pacific Perspective**

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# Cases In Marketing Management Strategy An Asia Pacific Perspective

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## **Cases In Marketing Management Strategy An Asia Pacific Perspective:**

**Cases in Marketing Management and Strategy** John A. Quelch, 1996 For senior year undergraduate Marketing courses and first year MBA courses in Marketing International Asian Business The book provides a broad based approach to Asia Pacific marketing case studies Cases include studies on products and services consumer and business markets profit and non profit organizations Asian firms operating within and outside of the region as well as non Asian companies operating in Asia small and large enterprises manufacturing and trading businesses and low and high technology industries

*International Marketing: An Asia-Pacific Perspective* Richard Fletcher, Heather Crawford, 2013-08-28 International Marketing 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia Pacific region the European Union and beyond It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises MNEs as well as small and medium scale enterprises SMEs mainly exporters which make up the vast bulk of firms involved in international business in the Australasian region International Marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation Key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

**Conversations with Marketing Masters** Laura Mazur, Louella Miles, 2009-08-11 Conversations with Marketing Masters offers new insights by gathering the collected wisdom of the most influential marketing thinkers of our age each of whom has given a structured interview Covering a wide range of issues and illustrating concepts with cases of success and failure these seminal dialogues offer a rare look at what made each master great and a glimpse of the marketing future The Marketing Masters featured are Philip Kotler David Aaker Jean Claude Larreche Regis McKenna Don Peppers John Quelch Al Ries Martha Rogers Don Schultz Patricia Seybold Jack Trout and Lester Wunderman The conversations are free flowing dialogues in which each personality is allowed to shine through

Marketing Insights for the Asia Pacific Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan, 1996 Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region This volume incorporates a variety of unique features including a collection of 25 articles from various magazines and journals a selection of readings relating to topics of vital interest to marketers in asia references to a broad range of marketing situations consumer industrial and service markets A useful complement to users of Marketing Management An Asian Perspective by Philip Kotler Swee Hoon Ang and Chin Tiong Tan Marketing Insights For The Asia Pacific includes the source articles that deal with the marketing concepts and applications introduced in the text only student marketing book specifically covering the Asia Pacific region published in conjunction with Asia Pacific Marketing Federation

Asian Journal of Marketing, 1997 **Strategic Management in the Asia Pacific** Usha C. V. Haley, 2000 Strategic Management in the Asia Pacific assembles an international team of world

famous practitioners and experts to cover the most significant aspects of doing business in the Asia Pacific Recent developments such as the domino declines in the world financial markets clearly demonstrate that we live and perceive ourselves as living in an interdependent world where business developments in Hong Kong can affect those in New York London or Sao Paulo understanding how to manage effectively in the Asia Pacific positively affects multinationals profits and survival Strategic Management in the Asia Pacific explores how to manage effectively and profitably in the Asia Pacific and identifies and interprets important environmental characteristics and key stakeholders influences Sources for up to the minute information to make strategic decisions are also indicated Contributors include Kam Hon Lee Dean of Business School Chinese University of Hong Kong who advised Coca Cola s entry into China Mike Hobday University of Sussex who advises the Malaysia Government on its 2020 policy Ingo Walter Stern School of Business New York University who advises several major governments and corporate institutions on international banking and finance Chin Tiong Tan National University of Singapore who advises Singapore Airlines among other major companies Kong Yam Tan National University of Singapore who served as Singapore s Chief Economist and is currently its Chair to APEC and Ian Marsh Professor of International Business Australian Graduate School of Management Usha Haley was formerly Visiting Professor at the Managing Business in Asia Programme Australian National University Canberra She also serves as a consultant on issues concerning strategic management business government relations and foreign direct investment for several multinational corporations in North America Australasia Europe and Asia Examines strategic management and organizational change in Asia Pacific from a number of different perspectives local governments local companies and MNCs No other book covers this topic with such range and scope Quality contributors

**Teaching Case Studies for Tourism and Hospitality in Asia and The Pacific** Ranjana Tiwari, Madalyn Scerri, Cindy Lee, 2024-11-12 Teaching Case Studies for Tourism Hospitality in Asia and The Pacific With Cartoon Illustrations represents a creative contribution to the field of tourism and hospitality education By combining teaching case studies with cartoon illustrations this resource aims to stimulate curiosity encourage intellectual exploration and empower the development of future industry professionals This book introduces readers to real life industry case studies and the challenges inherent in the Asia Pacific region s tourism and hospitality business contexts It equips students with the knowledge and skills needed to navigate the variety of situations in the industry and provides valuable practical applications for when they enter the workforce The case studies featured in the book can be used as teaching tools in tertiary tourism and hospitality education Using the teaching notes educators are able to stimulate discussions and classroom activities to unpack key themes ideas concepts and theories within the case to facilitate active learning

**Cases on Tour Guide Practices for Alternative Tourism** Yildirim, Gulsun, Ozbek, Ozlem, Kilinc, Ceyhun Caglar, Tarinc, Abdullah, 2020-06-19 Tour guides a highly responsible group of professionals who are in direct communication with tourists traveling around the world have a great impact on the proper promotion of the culture of countries global peace and

tolerance Additionally they are also effective in the preservation of world natural heritage Thus the educational status of tour guides as well as the characteristics and ethical values that they should possess need to be examined on an international scale In today s world where tourism demand is directed towards all types of tourism practices in special interest tourism should be customized in order to ensure the highest level of service quality and cultural appreciation Cases on Tour Guide Practices for Alternative Tourism provides emerging research exploring the theoretical and practical aspects of the occupational issues that surround tour guides and their applications within international tourism Featuring coverage on a broad range of topics such as cultural education specialized learning and international business this book is ideally designed for tour guides travel agencies tour managers tour developers heritage sites museums academicians researchers students industry experts and hospitality professionals      *Asia-Pacific Cases in Strategic Management* Paul W. Beamish,2000 This anthology provides strategic management case studies relating to the Asia Pacific region      *Handbook of Research on Asian Business* Henry Wai-Chung Yeung,2007 This volume is excellent Students who are interested in Asian business should read it and will find the comprehensive bibliography offered by the different contributors very helpful In light of the recent global financial crises it is time to re examine the Asian miracles as well as the Western models of business organizations and regulations This volume offers great insights not just on Asian business but also on Western economies and business It is also time to adopt an integrative approach recommended by Yeung through comparative research of businesses and economies in different institutions and cultures Yifei Sun Economic Geography An absolute must have for college library reference shelves filled cover to cover with keen analyses that any businessperson seeking to make inroads in an Asian market needs to study at length Midwest Book Review This book serves as an important guide to the many fascinating research questions about Asian business waiting to be addressed The study of Asian business has reached equality in importance to the study of business in Europe and North America Researchers who study any of these regions have an incentive to follow the study of business in the other regions if for no other reason than that many global firms from each region operate in all regions now Nonetheless the more important reason for knowledge transfer among researchers of each region is that these exchanges can only advance everyone s research Henry Yeung and the contributors are to be thanked for setting out a rich agenda for research on Asian business that will elevate this study to equality with research elsewhere in the world Eurasian Geography and Economics This book is extremely comprehensive and well researched It will be of particular interest to scholars in the fields of international business development studies economic geography regional studies as well as international and national policymakers Science Technology Society The rise of Asia as an important region for global business has been widely recognized as one of the most significant economic phenomena in the new millennium This accessible and comprehensive Handbook brings together state of the art reviews of Asian business in an expansive range of areas including business organizations strategic management marketing state business relations business and development business policy issues It is

argued that whilst academic studies on Asian business have been in existence for over two decades there is relatively little systematic integration of our knowledge and research on Asian business The contributors drawn from a variety of disciplines within the social sciences aim to redress the balance with their lively cutting edge discussion Serving as a timely overview of more than two decades of scholarly research this Handbook will be an essential resource for academics students and researchers interested in Asian business

**The Rise of Asian Firms** T. Chan,G. Cui,2014-11-21 Asian economies have become a driving force in the world economy so are the Asian firms especially those from emerging markets This book presents a collection of articles that address the strengths and strategies of the rising Asian firms in the process of internationalization and the challenges they face

*Globalization, Human Rights and Populism* Adebowale Akande,2023-06-16 This book offers a comprehensive and multidisciplinary global overview of populism and human rights in the light of globalization It examines why the dominant neo liberal paradigm of the last decades resulted in major economic and social inequalities which resulted in the surge of national populism led by the election success of right wing parties movements and leaders across the world It discusses among other topics the success of Brexit in Britain and the election success of Donald Trump and Marine Le Pen and explains why there is a need for a dialogue on human rights and globalization in this era of populism Further contributions analyze various important topics of the field including cross culturalism globalization human rights challenges and threats diversity curbing global corruption sustainable development populism the decline of free speech the new nationalism internationalization global regime of human rights leadership theory global management competencies gender quality management individualism collectivism and examples of new initiatives in global organizations This makes the book a valuable and useful resource for students researchers and scholars of international relations political science sociology political psychology law diplomatic studies Communication and media studies economics education and management as well as practitioners and policy makers interested in a better

understanding of globalization populism and human rights

**International Business Strategy** Peter J Buckley,Pervez Ghauri,2015-02-20 With stagnated demand in many home economies the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level However this process raises a number of questions such as can firms use their knowledge of one market in the next Can firms pursue internationalization on several fronts at the same time How should firms handle cultural and institutional differences between markets This textbook provides students with the core research in international business and strategy including organization efficiency external relationships and the challenges found in an increasingly multicultural world Each part begins with a presentation of the issues and controversies faced in that particular area followed by a synthesis of the research which provides avenues for future research To facilitate and encourage further debate and learning each part also includes at least one original case study Compiled by two of the World s leading scholars of international business and supplemented with critical commentaries

and a range of integrative case studies this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond Cooperative Strategies Paul W. Beamish,1997 The three geographically targeted volumes comprised in the Cooperative Strategies series the most ambitious effort to date to explore the extent nature operations and environment of cross border cooperative linkages in North American European and Asian Pacific regions The scholars who contributed to the Cooperative Strategies series include top experts in international strategy and management Consolidating cutting edge scholarship and forecasting of future trends they focus on a wide variety of new cooperative business arrangements and offer the most up to date assessment of them They present the most current research on topics such as advances in theories of cooperative strategies the formation of cooperative alliances the dynamics of partner relationships and the strategy and performance of cooperative alliances Blending conceptual insights with empirical analyses the contributors highlight commonalities and differences across national cultural and trade zones The chapters in this volume are anchored in a wide set of theoretical approaches conceptual frameworks and models illustrating how rich the area of cooperative strategies is for scholarly inquiry The Cooperative Strategies Series represents an invaluable resource for serious academic study and for business practitioners who wish to improve not only their understanding but also the performances of their joint ventures and alliances **Foreign Investment and Corporate Governance in China** Y. Yan,2004-11-10 This book reports on foreign investments in transitional economies and the corporate governance of international strategic alliances in China It throws new light on the relationship between ownership corporate governance international technology transfer organizational learning and the performance of such alliances The book reviews the problems encountered by these international strategic alliances provides significant empirical evidence of foreign investment decisions and profiles corporate governance and organizational learning in strategic alliances Based on research into 1000 firms in China it draws important conclusions for theory and practice Doing Business in Asia Gabriele Suder,Terence Tsai,Sumati Varma,2020-10-12 From the author of Doing Business in Europe SAGE 2018 Gabriele Suder has teamed up with Sumati Varma based in India and Terence Tsai from China to bring this comprehensive solution for Asian business teaching and learning The book offers a highly productive mix of international business and marketing theory and is packed with pedagogical tools to engage and develop understanding including two full length corporate case studies per chapter This is a unique volume covering the most relevant topics of Asia focused business and management practice spanning from cross cultural management to supply chain resilience to market entry and expansion strategy and much more Specifically designed to meet the needs of Postgraduate MBA and those taking part in Executive Education programmes this exciting learning experience will prepare Asia s leaders of the future New Perspectives and Possibilities in Strategic Management in the 21st Century: Between Tradition and Modernity Martínez-Falcó, Javier,Marco-Lajara, Bartolomé,Sánchez-García, Eduardo,Millan-Tudela, Luis A.,2023-07-28 The field of

strategic management is facing new challenges as two phenomena sustainability and information and communication technologies have altered the classic pillars of business strategy These far reaching changes require companies to make rapid adaptations in order to achieve optimal situations which can no longer be developed as they did in the past To help academics and managers understand the new fields of study and research within strategic management Javier Martinez Falc Assistant Professor at the University of Alicante has written a groundbreaking book *New Perspectives and Possibilities in Strategic Management in the 21st Century Between Tradition and Modernity* This book is an essential guide for reflection and critique offering insights into the new currents and challenges of the discipline shedding light on the modernization of strategies in the corporate world It addresses the renewal and future directions of the field covering topics such as sustainability circular economy green innovation and information and communication technologies including blockchain big data artificial intelligence and IoT The book serves as a must read for academics academic students and policymakers interested in gaining a deeper understanding of current issues impacting deliberate business planning and organization It also serves as a valuable support material for undergraduate and master s business students providing a comprehensive understanding of the new fields of study in the discipline This book is an excellent addition to any academic collection and offers a thought provoking perspective on strategic management

#### **Transnational Corporations and Business**

**Networks** Henry Wai-Chung Yeung, 2002-09-11 Detailed focus on business in Hong Kong timely and newsworthy Great interest at the moment in Chinese business *Business Networks and Strategic Alliances in China* Stewart Clegg, Dr. Karen Wang, Mike Berrell, 2007-01-01 *Business Networks and Strategic Alliances in China* addresses how knowledge transfer and innovation are interwoven within complex networks and how social capital contributes to the acquisition of crucial resources and business success in multi type enterprises in China *Strategic Sport Marketing* Adam Karg, David Shilbury, Hans Westerbeek, Daniel C Funk, Michael L. Naraine, 2022-03-31 The fifth edition of *Strategic Sport Marketing* integrates sport marketing frameworks theory and practical cases to show students and practitioners how to develop and execute successful sport marketing strategies The book explains contemporary sport markets consumer behaviour marketing strategies and best practices in sport marketing in a clear comprehensive and engaging way Built on a foundation of strategic decision making it offers a truly diverse set of case studies sportviews and examples from national and international sports and events including Australian Rules AFL football European soccer Russian hockey Grand Slam tennis and the National Basketball Association NBA This new edition is revised to align with contemporary sport marketing applications conceptualising sport as part of the experience economy and integrating technology and digitalisation themes into the book reflecting the increasing focus on data and digital communications and media delivery of sport It encourages critical and practical thinking and problem solving on the part of the reader to help them improve their real world professional practice This book is an essential course text for students of sport marketing and management as well as being a useful resource for all practitioners engaged in the

marketing promotion or communication of sport organisations or brands Additional teaching and learning materials are available to accompany this book including slides class outlines and reflective questions and answers for each chapter

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