Applied Strategic Marketing

Fourth Edition



Edited by CJ Jooste, JW Strydom, A Berndt and PJ du Plessis

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Marie Eloïse Muller, Marie Muller, Marthie Bezuidenhout, Karien Jooste

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Applied Strategic Marketing P. J. Du Plessis, Christiaan Johannes Jooste, Johan Wilhelm Strydom, 2003-12-01

Marketing Management M. C. Cant, C. J. Jooste, J. W. Strydom, P. J. du Plessis, 2009 Focusing on the environment market research buyer behavior cyber marketing and positioning this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory

Fresh Perspectives: Marketing, 2006

Relationship Marketing and Customer Relationship Management Annekie Brink, Adele Berndt, 2008 Presenting a dramatic shift in the way marketing is viewed and how its value is determined this diverse resource focuses on the retention of customers through excellent customer service Attending to the 4 Ps of marketing the guidebook addresses the ways in which a marketer can make decisions with the customer's perspective as the priority With strategies both for one to one marketing and for mass customization this critical handbook offers information for today s ever adapting business environment Pragmemes and Theories of Language Use Keith Allan, Alessandro Capone, Istvan Kecskes, 2017-01-10 This volume offers recent developments in pragmatics and adjacent territories of investigation including important new concepts such as the pragmatic act and the pragmeme and combines developments in neighboring disciplines in an integrative holistic pragmatic approach The young science of pragmatics has from its inception differentiated itself from neighboring fields in the humanities especially the disciplines dealing with language and those focusing on the social and anthropological aspects of human behavior by focusing on the language user in his or her societal environment This collection of papers continues that emphasis on language use and pragmatic acts in their context The editors and contributors share a perspective that essentially considers language as a system for communication and wants to look at language from a societal perspective and accept the view that acts of interpretation are essentially embedded in culture In an interdisciplinary approach some authors explore connections with social theory in particular sociology or socio linguistics some offer a political stance critical discourse analysis others explore connections with philosophy and philosophy of language and several papers address problems in theoretical pragmatics New Tourism Ventures Dimitri Tassiopoulos, 2008 An entrepreneurial and managerial approach Continual increases in wealth and leisure time have given a sharp rise to tourism which resulted in the rapid development of tourism related ventures such as hotels bed and breakfast accommodation travel agencies restaurants theme parks event companies resorts tourist guides and tour operators to mention a few New Tourism Ventures An Entrepreneurial and Managerial Approach provides a definitive grounding of how to create and manage such tourism ventures It takes an entrepreneurial and managerial approach to the subject underpinning the various concepts associated with entrepreneurship and demonstrating the linkages of the subject with the tourism economy within the context of international best practice and research Event Management Greg Damster, Dimitri Tassiopoulos, 2005 Dealing with event management in developing countries specifically South Africa this textbook confronts the specific challenges of creating well run events in places where

world class catering and party supplies are not as readily available as in developed nations Complete with advice about all aspects of managing an event the second edition incorporates additional graphs tables and photographs as well as new material about the legal aspects of event planning Health Care Service Management Marie Eloïse Muller, Marie Muller, Marthie Bezuidenhout, Karien Jooste, 2006 This comprehensive management manual brings together a holistic philosophy of health care an overview of good business practices and guidelines for compliance to national and international hospital accreditation standards Chapters cover conceptual frameworks for health service delivery strategic planning good governance financial management human resource management and continuous quality improvement The philosophy of Ubuntu the African notion that everyone in a community is responsible for the welfare of its members is also discussed as a necessary consideration in all heath care decisions Customer Behaviour Michael Colin Cant, Annekie Brink, Sanjana Brijball,2002 Important marketing and industrial psychology concepts are applied to southern African business scenarios in this overview of consumer behavior Case studies applications and research findings illustrate market characteristics of consumer movitation attitudes and loyalty Information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family based decision making organizational buying behavior and relationship based buying International Journal of Cross-Cultural Studies Siddhartha Sarkar, 2016-02-16 CONTENTS 1 Evaluation of Municipal Managers Roles in Strategic Implementation A Study of Matatiele Municipality in South Africa by Samuel M Lehanya et al 2 Nexus of Trafficking and Migration Issues by Siddhartha Sarkar 3 Perceptions of Senior Staff on Empowerment Strategies in a Tertiary Institution in Ghana by Rosemond Boohene et al 4 Western Cinema and the Work of Empire Turning the Spotlight on the Orient by Wincharles Coker 5 Babyfacedness Sometimes a Plus Sometimes a Minus for Male Attractiveness Ratings by Don R Osborn The Marketing Strategy of the Small Retailer Laetitia Radder, 1983

Handbook of Research on Applied AI for International Business and Marketing Applications Christiansen, Bryan, Škrinjarić, Tihana, 2020-09-25 Artificial intelligence AI describes machines computers that mimic cognitive functions that humans associate with other human minds such as learning and problem solving As businesses have evolved to include more automation of processes it has become more vital to understand AI and its various applications Additionally it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business Highlighting a wide range of topics such as diversification risk management and artificial intelligence this book is ideal for marketers business professionals academicians practitioners researchers and students Marketing Communication in African Languages Abiodun Salawu, Kehinde Oyesomi, 2024-12-23 This edited volume considers the use of African languages for marketing communication The importance of an indigenous language

stems from its benefits which include increased comprehension and a sense of resonance among the target audience which makes it more memorable as opposed to foreign languages Chapters in the book variously examine African traditional advertising and marketing popular culture as a channel for advertising and marketing political communication advertising and marketing commercials and public relations in African languages as well as branding corporate and public communication in African languages The use of African languages for marketing communication is considered on the traditional mass media and the digital media Readers will gain a lot of insights into the theory and practice of marketing communication in African languages **Integrated Organisational Communication** Rachel Barker, George Charles Angelopulo, 2005-08 This works adopts a multidisciplinary approach to corporate communication including management communication public relations organizational behavior and change marketing communication and advertising The many faceted approach adopts the perspective of a practicing communications professional emphasizes corporate branding and focuses on an integrated approach to communication Proceedings of MAC-EMMT 2014 Collective of authors, 2014-04-25 Proceedings of the scientific conference on economics management marketing and transportation Transformation and Internationalization Strategies in Organizations Yildiz, Orkun, 2021-10-15 Competitive strategies and higher education industry collaboration policies are playing an important role in fostering the reputation and international rankings of higher education institutions. The positive impact of these policies may best be observed in economic and social outputs of many countries such as the USA Singapore South Korea EU countries and Turkey However the number of academic publications that specifically concentrate on the impact of these policies on higher education institutions and authorities remains relatively limited Digital Transformation and Internationalization Strategies in Organizations covers a wide range of issues and topics including employment systems quality management systems international ranking systems in higher education education and language policies in higher education and business models employed in techno parks This book helps higher education institutions manage their manpower and become cognizant of the factors that may exert a drastic impact on their success It is ideal for managers executives IT consultants researchers practitioners academics professors and undergraduate and postgraduate students Global Changes and Sustainable Development in Asian Emerging Market Economies Vol. 1 An Thinh Nguyen, Luc Hens, 2021-11-02 This two volume set presents the conference papers from the 1st International Conference on Economics Development and Sustainability EDESUS 2019 organized by the University of Economics and Business Vietnam National University Hanoi The collection addresses global changes and sustainable development in Vietnam and other emerging market economies in Asia and covers wider topics such as economics and business e g economic theory national and international income distribution macroeconomic policies sectors of economy productivity developments financial market business governance bank financing development and sustainability e q developing process development policy public policy sustainable growth sustainability

tools sustainable livelihood sustainable tourism green growth and resources and global change e g human resources natural resources climate change globalization global challenges The books are of interest to professors researchers lecturers and students in economics and geography consultants and decision makers interested in global changes and sustainable development Volume 1 focuses on economic development in Vietnam and other emerging market economies in Asia This covers topics such as economics and business e q economic theory national and international income distribution macroeconomic policies sectors of economy productivity developments financial market business governance bank financing and development studies e q developing process development policy public policy green growth Interpartner Dynamics in Strategic Alliances T. K. Das, 2013-04-01 Interpartner Dynamics in Strategic Alliances is a volume in the book series Research in Strategic Alliances that will focus on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances In particular the books in the series will cover new views of interdisciplinary theoretical frameworks and models significant practical problems of alliance organization and management and emerging areas of inquiry The series will also include comprehensive empirical studies of selected segments of business economic industrial government and non profit activities with wide prevalence of strategic alliances Through the ongoing release of focused topical titles this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances Interpartner Dynamics in Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research The 13 chapters in this volume cover a number of significant topics that speak to the critical issues in the interactions between partner firms in strategic alliances The chapter topics cover both the broader issues such as relational mechanisms in alliances role of interpersonal networks parental control of joint ventures conflict management interpartner diversity and multilevel embeddedness in multilateral alliances and the more focused problems of alliance competence roles of third parties accounting for partner trust relationship quality in construction alliances and how natural resources may impact alliance formation The chapters include empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy research perspectives on interpartner dynamics in strategic alliances Business Research Pieter W. Buys, Merwe Oberholzer, 2023-03-14 This book focuses on research methodologies that apply to business research particularly for researchers and managers embarking thereon to support managerial decision making in the industry In doing so the book s objective is to guide business researchers in identifying defining and applying rigorous academic methodologies that will enable them to formulate design and execute effective research that answers their specific management problems Such guidance can empower organizational managers to understand that business research can contribute to practical solutions to actual problems experienced in the industry In addition by emphasizing the integrative nature between 1 academic research and 2 experienced industry problems it becomes possible to foster an awareness of

such research's potential impact on organizational performance management sustainability and resilience With that attention is given to narrowing the gap between theory and practice which requires that fundamentals of scientific research be adhered to while maintaining the delicate balance between a practice friendly guide to pragmatically sound and academically rigorous business research The Globalization of Internationalization Hans de Wit, Jocelyne Gacel-Ávila, Elspeth Jones, Nico Jooste, 2017-01-20 The Globalization of Internationalization is a timely text which gives voice to emerging perspectives as an increasing range of countries engage in the process of internationalization. The pressure to internationalize cannot be ignored by institutions anywhere in today s world yet the dominant paradigms in the conception of internationalization traditionally come from the English speaking world and Western Europe This book sets out to offer alternative viewpoints Different dimensions and interpretations of internationalization in countries and regions whose perspectives have received little attention to date provide food for thought and help to broaden understanding of its application in alternative contexts Combining diverse perspectives from around the world this new volume in the Internationalization in Higher Education series seeks answers to key questions such as What are the main characteristics of internationalization viewed from different cultural and regional backgrounds and how do they differ from traditional models such as in Western Europe North America and Australasia What issues in different global contexts have an impact on internationalization processes What are the key challenges and obstacles encountered in developing innovative and non traditional models of internationalization With contributions from world renowned international authors and perspectives from countries and contexts seen only rarely in the literature The Globalization of Internationalization offers distinctive overviews and insights while exploring a range of thematic and regional issues arising from these considerations This will be essential reading both as an academic resource and a practical manual for university leaders academics higher education policy advisers and non governmental organizations which fund higher education

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