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Handbook of Contemporary Marketing in China: Theories and...

HANDBOOK OF CONTEMPORARY MARKETING IN CHINA: THEORIES AND PRACTICES CHENG LU WANG EDITOR 4 Nova Science Publishers, Inc. New York. CONTENTS LL, Preface Understanding Contemporary China's Markets and Marketing Practices vii Part 1: State-of-the-Art Review Chapter 1 . Marketing in China: A Historical Overview 1

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Marian Burk Wood has held vice presidential-level positions in corporate and not-for-profit marketing with Citibank, JP Morgan Chase, and the National Retail Federation, as well as management positions with national retail chains. In addition to The Marketing Plan Handbook, she is the author of Essential Guide to Marketing Planning and Marketing Planning: Principles into Practice, both geared ...

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The Marketing Book

This book, written by a senior marketer with over thirty years experience of using marketing techniques and concepts, sets out to describe, contextualize and rate them. Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively. Its conclusion is that seasoned professionals must use their judgement about when and how to use ...

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This book provides state-of-the-art reviews of various current marketing research areas in China. It also features empirical (both qualitative and quantitative) studies that investigate marketing issues with conceptual significance and managerial importance. This new book provides a useful and comprehensive resource for academicians, professionals and practitioners who are interested in contemporary China's markets, marketing research and marketing practices.

Handbook of Contemporary Marketing in China: Theories and...

An essential guide to contemporary marketing that demonstrates, via case studies, the move towards marketing techniques that better reflect consumer needs. Designed for both undergraduate and postgraduate students, as well as those in executive education and general business, The Handbook of Contemporary Marketing covers a wide range of themes in contemporary marketing, including: · Consumer behaviour; · The latest marketing research; · Services marketing; · Brand management; · Global marketing; and · Ethics in marketing. Each chapter includes case studies to illustrate and contextualize the themes covered, from companies as diverse as Amazon, McLaren, Unilever, UBS and Virgin Money. "Contemporary marketing" is the term used to cover the move from more traditional marketing techniques to those that more reflect consumer needs. It refers to strategies that, when implemented, offer greater support for their client base, with a product range that varies depending on what the target market desires, rather than what the company wants them to have. The channels used to underpin these strategies are also radically different—for example, the increasing use of social media versus print advertising. The Handbook of Contemporary Marketing moves away from the theory-based content widely available and instead focuses on a more practical and comprehensive approach, which the author has developed through more than 13 years of teaching at degree level.

Handbook of Contemporary Marketing in China: Theories and...

The Handbook brings together leading scholars in international business as well as other disciplines to contribute state-of-the-art thinking on emerging markets. The volume extends theoretical and conceptual thinking, looks at operational practices and their implications and provides a research agenda to move the field forward. Contributors include a mix of new and established authors from around the world, for a diverse and current set of scholarly perspectives on emerging markets. Combining academic and operationally focused chapters, they offer a multifaceted, in-depth look at specific geographies and functional areas to enrich our understanding of emerging markets. This energetic and varied look at a burgeoning field will be an invaluable resource for academics and for students at the post-doctoral, PhD and MBA levels.

Handbook of Contemporary Marketing in China: Theories and...

The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students.

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Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry. The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in-depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives. Additionally, it examines the impact of identity on marketing and branding from the consumerist perspective, discusses consumerism as a source of innovation and product development, and provides insights on consumerism and profitability. Featuring research on topics such as circular economy, digital marketing, and social media, this book is ideally designed for practitioners, managers, marketers, academic researchers, and students.

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Boasting an impressive list of contributors, this first edition of Trademark Law and Theory brings together a compilation of well-written and powerfully argued works by leading international academics. The book is certainly one of the most extensive and thought provoking overviews of contemporary trademark law and theory yet to be published. . . . Whilst all the contributions share in common their examination of the rapidity of change within trademark systems, the editors should be commended on their generous seasoning of other cross cutting themes throughout the Handbook. . . . This fascinating compendium enriches our understanding of the shape, substance, and form of trademark law and theory. . . . this Handbook is perhaps a rare exception to the adage that no book can be all things to all men. Its broad sweep approach and cross cutting themes enable a range of interested parties, such as policymakers, academics in the fields of marketing, business, consumer psychology; in addition to the usual suspects; to dip in and out of the Handbook as they wish. . . . a

unique and erudite collection of essays concerning trademark law and theory. . . . Odette Hutchinson, Communications Law Trademarks is an area of vital, practical everyday concern, and the idea of producing a volume that brings together the perspectives of 19 thoughtful and experienced legal scholars is a bold and exciting initiative. The present volume does not disappoint and the two editors are to be congratulated on orchestrating an ensemble that simultaneously informs and stimulates. The title is apt: it is truly contemporary and is highly theoretical and doctrinal in character, while the interesting choice of the word handbook suggests clearly that this is a work in progress, a snapshot at a particular time of the challenging lines of individual research that each contributor to the volume is undertaking. It is a fine addition to a larger series of research handbooks in intellectual property published by Edward Elgar under the series editorship of Jeremy Phillips. . . . The editors have done a fine job in presenting this material in such a clear and coherent fashion. . . . this is an excellent and rewarding volume of readings that will be of interest to anyone working in the area of trademarks, whether as an academic or as a practitioner. Indeed, for the practitioner it will be of particular value, in that it contains, and opens up, many areas of inquiry that may not always be apparent when working at the coalface of a particular problem. . . . For both kinds of readers, the real value of the volume is to have so many different kinds of perspectives brought together within the space of a single volume. . . . this is a handsome production: the publishers and editors are to be commended on the clarity and cleanness of the typeface and headings, the thoroughness of the index, and the accuracy of their proof reading. It has also been given a striking and evocative cover. Sam Ricketson, University of Melbourne Law School Australia, European Intellectual Property Review Trademark Law and Theory is a first-rate exploration of the issues that will dominate trademark law in the 21st century. Authors from five continents provide a truly global perspective on the present and future of trademark law. An exceptional collection of contributors and contributions. Robert Denicola, University of Nebraska, US This compendium is an excellent source of writing on all aspects of trademark law and practice by experts from Europe, the United States, South Africa, Singapore, New Zealand and Australia. It will be a stimulating read for lawyers, academics, students and policymakers alike on the present and developing trends in law and policy relating to trademarks as marketing tools and cultural artefacts. The editors deserve congratulation on their concept for the book and their judicious selection of material. David Vaver, University of Oxford, UK All students, young and older, in the burgeon!

Handbook of Contemporary Marketing in China: Theories and...

This book explores heritage from a wide range of perspectives and disciplines and in doing so provides a distinctive and deeply relevant survey of the field as it is currently researched, understood and practiced around the world.

Handbook of Contemporary Marketing in China: Theories and...

Information is considered essential in every business model, which is why staying abreast of the latest resources can help combat many challenges and aid businesses in creating a synthesis between people and information, keeping up with evolving technologies, and keeping data accurate and secure. The Handbook of Research on Knowledge Management for Contemporary Business Environments is a critical scholarly publication that examines the management of knowledge resources in modern business contexts. Including a wide range of topics such as information systems, sustainable competitive advantage, and knowledge sharing, this publication is a vital reference source for managers, academicians, researchers, and students seeking current research on strategies that are able to manage the information in more than one context for present and future generations.

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Customer engagement is now a critical research priority in contemporary marketing. In this Handbook, a cadre of international scholars offer an overview of current research on this rapidly growing field of study.

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