

ASIAN MARKETING

CASE STUDIES

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Asian Marketing Casebook

Ingomar Kloss



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The Asian Marketing Casebook Noel Capon, Wilfried R. Vanhonacker, 1999 Ideal for courses in International Marketing at the undergraduate and graduate levels This marketing casebook demonstrates the diversity of marketing problems faced by organizations operating in Asia The cases focus on industrial and consumer marketing issues and cover 16 countries

European Business Ethics Casebook Wim Dubbink, Luc van Liedekerke, Henk van Luijk, 2011-01-04 Business cases are at the heart of business ethics as a discipline Analysis and reflection on the morality of business often is triggered by concrete cases After four introductory chapters into recent developments within business ethics and the value of case analysis the present volume offers extensive description of eight recent European cases mainly stemming from The Netherlands and Belgium and all of them with a clear moral impact Among them are the Lernout and Hauspie speech technology disaster Heineken struggle with the promotion girls selling beer in Cambodia cartels in the Dutch construction industry the pharmaceutical industry and the Aids crisis and Unilever allegedly making use of child labour in the cotton industry in India The book will be of interest to researchers as well as teachers of undergraduate and graduate courses in Business Ethics Business in Society Management and Organisation Theory and Strategic Management It will also be useful for business practitioners eager to learn about business ethics by means of cases Principles of Marketing Swee Hoon Ang, 2000-01 This casebook complements and accompanies Philip Kotler and Gary Armstrong's Principles of Marketing by providing 37 cases on Asian companies operating in Asia and or outside Asia as well as about non Asian companies operating within Asia

Worldwide Casebook in Marketing Management, 2016 Introduction to case analysis Consumer behaviour San Pellegrino Italy Nintendo Wii Japan Zara Spain Branding Lenovo China Red bull Austria Singtel Singapore Marketing communication Foster's Australia Google the US Walkers the UK Tag heuer Switzerland Cirque du soleil Canada Retailing Currys the UK Cold storage Singapore Marketing programming Microsoft the US National Australia Bank Australia Acer Taiwan Kerry Ireland Siemens Germany ING Holland Electrolux Sweden Strategic and global marketing British Airways the UK Grundfos Denmark Petrobras Brazil Accor France *The Virgin Marketer* Noel Capon, 2007 Marketing Management, 2004

Services Marketing Cases in Emerging Markets Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen, 2016-09-08 This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies It explores current issues and practices in Asia across different areas countries commercial and non commercial sectors This book is important and timely in providing a framework for instructors researchers and students to understand the service dynamics occurring in these countries It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia Students will find it interesting to compare and contrast different markets covering important aspects related to services *Services Marketing in Asia* Jochen Wirtz, Christopher H.

Lovelock,2005 *Management Training and Development in China* Malcolm Warner,Keith Goodall,2009-12-04 This book with contributions by internationally known scholars from a wide range of countries examines the Chinese response to the challenges of management training and development It summarizes the current trends in management training and development and outlines the likely course of future developments *Global Business Management* Abel Adekola,Bruno S. Sergi,2016-04-22 This book interweaves the concepts of the guidance on globalization international management and the intricacies of international business that many books on the market treat independently It clarifies and explains culture cultural misunderstandings and cross cultural interactions Adekola and Sergi s text is unique in that it offers both the management perspective and the cultural perspective It is for managers seeking to thrive in the global economy This book focuses on managing global organizations providing a basis for understanding the influence of culture on international management and the key roles that international managers play It clearly shows how to develop the cross cultural expertise essential to succeed in a world of rapid and profound economic political and cultural changes *Journal of Public Policy & Marketing* ,2005 **Key Account Management and Planning** Noel Capon,2002-06-15 The vastly increased level of competitive intensity faced by corporations and the increased costs of selling have radically changed the nature of the traditional selling process Key or strategic accounts have now become a company s most important asset in some cases supplying in excess of 80 percent of a firm s revenues Here in one powerful volume key account management expert Noel Capon provides the most comprehensive treatment of key account management and planning yet published For the first time Capon introduces his breakthrough four part congruence model of key account management a new thoroughly researched approach to optimally managing your key account portfolio First the author shows how to select and conceptualize the key account portfolio second how to organize and manage key accounts third how to recruit select train retain and reward key account managers and fourth how to formulate and execute strategy and issues of coordination and control This congruence model serves as a backdrop as Capon takes the reader step by step through the vital functions of key account management including identifying key account criteria considering the threats and opportunities for the key account and understanding the roles and responsibilities of critical players Capon backs up his points with extensive research real life stories of successes and failures at a variety of companies and clarifying figures Special chapters are devoted to partnering with key accounts and in depth information on global key account management an increasingly important weapon for staying ahead of the competition Timely important and essential **Key Account Management and Planning** is the only reference handbook those with key account responsibilities will ever need **Multinational Management** Rien Segers,2016-01-29 This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it It offers international management students and researchers an extensive guide to the business history strategy development and foreign market entry modes used by emerging Asian

multinationals The cases focus on well known companies such as Lenovo Alibaba Infosys Huawei Panasonic and Rakuten These companies all of which generate huge revenues in their own countries e g in China India South Korea Taiwan Vietnam are now becoming increasingly sophisticated and striving to become global brands while also enjoying the active support of their governments in terms of their international business Readers will learn about the current multinational landscape in Asia the management challenges and the future implications for traditional western companies seeking to retain their market share Chapters on corporate entrepreneurship human resource management and intercultural competence and current branding trends in Asia will provide a cutting edge update on international business strategy for students and practitioners alike

Communication Yearbook 29 Pamela J. Kalbfleisch, 2009-03-04 For the past 55 years the International Communication Association ICA has provided a venue for scholars and researchers to share ideas and findings in all aspects of the field of communication through its expanding publications program and its annual conference The Association also works to increase visibility for communication scholarship and to foster research internationally *Communication Yearbook 29* centers on the theme of Communication and the Future Authors in this volume address the future as they review 12 diverse areas of communication research There have been many changes in the world and this volume addresses questions such as Has the discipline of communication kept up with change Have we adapted to new technology and moved forward in our thinking What do we as a discipline have to say about the future Are there new areas in which we should be making a contribution And are there new ways of looking at long standing lines of communication research The focus of this volume is on what we can do as communication scholars to make a difference in everyday life and in the future *Communication Yearbook 29* is an important reference for scholars and graduate students across the field of communication

Ethical and Social Marketing in Asia Bang Nguyen, Chris Rowley, 2015-02-16 There is a growing interest in firms adoption of ethical and social marketing approaches among academics and practitioners alike Ethical Marketing is the application of ethics into the marketing process and Social Marketing is a concept that seeks to influence a target audience for the greater social good Ethical and Social Marketing in Asia examines this so far unexplored area investigating why differing cultures and consumption behaviours require different emphasis in different markets The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing The belief that bottom line profits is enough for a company is often not favourably viewed by Asian countries emphasising collective social and long term benefits for the people and country Due to these interesting characteristics and complexities the study of ethical and social marketing in Asia is a timely topic The first chapters introduce Ethical Marketing in Asia followed by case studies of how the approach is used across 14 diverse economies geographically based on clusters North East China Taiwan Japan South Korea South East Singapore Malaysia Thailand Vietnam Cambodia the Philippines Indonesia and South Asia India Pakistan Bangladesh The second part discusses Social Marketing using the same sequence of regions and economies and the third

part explores the unique link to Fairness Management in Asia followed by a conclusion Explores the nature of ethical and social marketing from an Asian perspective Discusses current ethical and social marketing researches and practices in different areas industries commercial and non commercial sectors Serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications Compares and contrasts unethical situations covering important aspects related to ethics society and fairness Includes an interesting mix of theory research findings and practices

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

International Brand Management of Chinese Companies Sandra Bell, 2008-03-29 China is certainly doing its best to keep the world mesmerized by its economic achievements The Chinese economic growth story that begun 30 years ago has in terms of dynamics and duration long since surpassed all those economic miracles which have brought Germany Japan and the South East Asian Tigers into the top league of the industrialized world The rapid expansion of the Chinese economy has gone along with a fledgling re integration of China into the global economic system In the course of the last 30 years China has become a major player in the global economy and today is on a trajectory towards even greater prominence In recent years the Chinese economy seems to have reached an important threshold line of economic development and global integration In the first quarter century of reform and global opening Chinese enterprises have been largely confined to a passive role in the global division of labor Foreign enterprises as the proprietors of greatly superior business models production technologies management models as well as very competitively established brands have been integrating Chinese players in their value chains and global operations Lacking the necessary production technologies products as well as marketing knowledge to successfully dress OECD consumers Chinese enterprises have been hardly able to enter the global markets without such guidance Now this constellation is changing

More Advertising Worldwide Ingomar Kloss, 2012-12-06 The first volume of this reader was on the subject of advertising conditions in Australia Belgium Finland France Germany India Japan Russia South Africa Taiwan and the USA Not forgetting Marieke de Mooij's chapter on the impact of culture on advertising With this second volume the title Advertising Worldwide becomes a little bit more true Again other important countries are investigated with

respect to their specific advertising structures The authors of the different countries had the same briefing as in the first volume What are the social cultural or religious features of advertising and advertising practices Are there any taboos Which legal restrictions apply What kind of advertising infrastructure is there Are there any institutions federations or boards of advertising Which media are readily available How are media data collected What are the methods of gaining advertising data How can specific target groups be addressed Are there any particular preferences concerning the use of media

Assessing the choice of countries in the two volumes of Advertising Worldwide one has to conclude as a first resume that it is not primarily the more theoretical question of standardization or differentiation which dominates the advertising strategy at least for consumer goods but the very practical necessity of adapting to the respective specific advertising conditions of each country A standardized global even multinational advertising campaign has to be considered the exception rather than the rule

Developing Human Resources in Southeast Asia Oliver S. Crocco, 2021-09-08 This book provides readers with a comprehensive introduction to human resource development HRD in Southeast Asia and offers a holistic framework for the phenomenon of Regional HRD in Southeast Asia It argues that viewing HRD in ASEAN as a complex adaptive system is the most effective way to understand the expansive and multifarious processes and activities involved in Regional HRD As a region Southeast Asia continues to emerge as one of the most dynamic and compelling in the world with a need to develop its human resources to further its independence economic prosperity and sovereignty By focusing on a regional perspective of HRD this book establishes the missing link in the transition from the national HRD to the global HRD perspective Offering a framework for understanding how HRD policy and practice function within a dynamic ecosystem this book appeals to scholars practitioners and policymakers alike particularly those interested in ASEAN

The Dark Side of CRM Bang Nguyen, Lyndon Simkin, Ana Isabel Canhoto, 2015-09-04 Customers are treated badly Not all customers Not always But many are and often Some customers are bad They treat firms badly Firms have to react Employees and customers endure the consequences Such bad behaviours by firms and customers have consequences for perceptions of trust and fairness for endorsements and referrals for repeat purchasing and loyalty and ultimately for a firm's profitability and ROI The management of customer relationships is core to the success and even survival of the firm As *The Dark Side of CRM* explores this is an area fraught with difficulties duplicitous practice and undesirable behaviours These need acknowledging mitigating and controlling This book is the first of its kind to define these dark sides exploring also how firms and policy makers might address such behaviours and manage them successfully With contributions from many of the leading exponents globally of CRM and understanding customers *The Dark Side of CRM* is essential reading for students researchers and practitioners interested in managing customers relationship marketing and CRM as well as social media and marketing strategy

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Table of Contents Asian Marketing Casebook

1. Understanding the eBook Asian Marketing Casebook
 - The Rise of Digital Reading Asian Marketing Casebook
 - Advantages of eBooks Over Traditional Books
2. Identifying Asian Marketing Casebook
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Asian Marketing Casebook
 - User-Friendly Interface
4. Exploring eBook Recommendations from Asian Marketing Casebook
 - Personalized Recommendations
 - Asian Marketing Casebook User Reviews and Ratings

- Asian Marketing Casebook and Bestseller Lists
- 5. Accessing Asian Marketing Casebook Free and Paid eBooks
 - Asian Marketing Casebook Public Domain eBooks
 - Asian Marketing Casebook eBook Subscription Services
 - Asian Marketing Casebook Budget-Friendly Options
- 6. Navigating Asian Marketing Casebook eBook Formats
 - ePub, PDF, MOBI, and More
 - Asian Marketing Casebook Compatibility with Devices
 - Asian Marketing Casebook Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Asian Marketing Casebook
 - Highlighting and Note-Taking Asian Marketing Casebook
 - Interactive Elements Asian Marketing Casebook
- 8. Staying Engaged with Asian Marketing Casebook
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Asian Marketing Casebook
- 9. Balancing eBooks and Physical Books Asian Marketing Casebook
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Asian Marketing Casebook
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Asian Marketing Casebook
 - Setting Reading Goals Asian Marketing Casebook
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Asian Marketing Casebook
 - Fact-Checking eBook Content of Asian Marketing Casebook
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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