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Market-based Management Roger J. Best, 2013 For courses in marketing management or marketing strategy A focus on how marketing performance profitability and strategies affect profit Measuring performance and profitability in marketing is becoming more and more important in the business world Best focuses on marketing performance and profitability and the role marketing strategies play in building the profits of a business This edition further builds on the metrics and analytics focus while incorporating the rise of technology in marketing Strategic Marketing Management, 9th Edition Chernev, Alexander, 2018-01-01 **The Oxford Handbook of Arts and Cultural Management**

Yuha Jung, Neville Vakharia, Marilena Vecco, 2024 The Oxford Handbook of Arts and Cultural Management surveys contemporary research in arts and cultural management fulfilling a crucial need for a curated high quality first line resource for scholars by providing a collection of empirical and theoretical chapters from a global perspective With a focus on rigorous and in depth contributions by both leading and emerging scholars from international and interdisciplinary backgrounds the Handbook presents established and cutting edge research in arts and cultural management and suggests directions for future work

Market Strategies in a Hyper-connected World Alessandro Arbore, 2025-02-21T00:00:00+01:00 This book provides practitioners with the strategic insight needed to successfully navigate the ever evolving trajectories of the digital era Building on the integration of solid frameworks it introduces a dynamic iterative approach to market strategy balancing boldness and innovation with sustainable and defensible actions In fact every change brings new opportunities as well as new risks A leader must know when and how to start their own revolution when and how to join someone else s and when and how to promote coevolution Each chapter combines academic rigor with real world examples from understanding first and second mover advantages in today s hyper connected world to leveraging AI technologies and customer centric value creation Readers will also discover actionable tools to optimize both offensive and defensive strategies in both mature

and emerging markets Designed for CMOs marketing strategists and business leaders more in general this book serves as a comprehensive guide to mastering the delicate balance between market innovation and sustainable profitability an enduring challenge in the quest to create and capture value

Handbook of Customer Engagement in Tourism Marketing

Raouf A. Rather, Haywantee Ramkissoon, 2023-10-06 Providing an overview of current research and empirical applications this Handbook serves as an authoritative and comprehensive guide to customer engagement in the tourism industry Addressing important challenges contributions from a global range of scholars explore an array of strategic and tactical issues including understanding and managing customer engagement as well as the metrics for capturing measuring and implementing engagement methods

The ROI of Pricing Stephan Liozu, Andreas Hinterhuber, 2014-01-24

As with executives and managers in so many other business functions pricing specialists are being challenged more and more to substantiate the added value of their activities Pricing is a core function of every business and needs not only to contribute positively to short and long term results but also to document its impact to the bottom line A fundamental part of this is the pricing ROI calculations This book edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu is the first to outline contemporary theories and best practices of documenting pricing ROI It provides proven methods practices and theories on how to calculate the impact of pricing activities on performance Marketing ROI is now a common concept this collection proves to do the same for pricing Hinterhuber Liozu introduce the concept of pricing ROI documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future in times of budget constraints 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much needed light on how to measure and increase pricing ROI This groundbreaking book will enlighten students and specialists of marketing and sales pricing managers and executives alike

Strategic Marketing Management - The Framework, 10th Edition Alexander Chernev, 2019-01-01

Strategic Marketing Management The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products services and brands

Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of

marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value creation process, the essentials of marketing strategy and tactics as the key components of a company's business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities. Here, we focus on three fundamental aspects of a company's marketing strategy: the identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics viewed as a process of designing, communicating, and delivering value. Part Four describes how companies design their offerings and specifically how they develop key aspects of their products, services, brands, prices, and incentives. In Part Five, we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company's offerings. Part Six explores the role of distribution channels in delivering the company's offerings to target customers by examining the value delivery process both from a manufacturer's and a retailer's point of view. The seventh part of the book focuses on the ways in which companies manage growth. Specifically, we discuss strategies used by companies to gain and defend market position and, in this context, address the issues of pioneering advantage, managing sales growth, and managing product lines. We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers. The final part of this book presents a set of tools that illustrate the practical application of marketing theory. Specifically, Part Eight delineates two workbooks: a workbook for segmenting the market and identifying target customers, and a workbook for developing the strategic and tactical components of a company's business model. This part also contains examples of two marketing plans: one dealing with the launch of a new offering and the other focused on managing an existing offering.

Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022) Eva Hotnaidah Saragih, Rike Penta Sitio, Rosita Fitriyani, Dhinar Silalahi, Yeneneh Tamirat Negash, 2023-02-10. This is an open access book. It has been our great honor to welcome all the participants to the 4th Asia Pacific Management Research Conference, which was held in Surabaya, Indonesia, on May 18th-20th, 2022, as a hybrid conference (virtual conference). I recalled formulating the concept and conducting this conference with the Research Center and Case Clearing House (RC CCH) Team back in 2017. The conference

encourages fresh and impactful studies that address the latest issues and topics particularly in economics management business and accounting The forum particularly welcomes the discussion and sharing among research fellows in a semi formal academic setting As we reach the fourth conference we are confident that we will maintain a contribution to the global literature It is undeniable that the theme of the COVID 19 Pandemic is the main issue of this fourth conference but rather than focusing on the misery we look for models technologies and concepts that are beneficial for the economy and businesses to grow toward the new normal This conference received 136 abstracts of which 57 were accepted articles in Atlantis Proceeding

Innovation in Pricing Andreas Hinterhuber,Stephan M. Liozu,2017-08-08 Pricing has a substantial and immediate impact on profitability Most companies however still use costs or competition as their main basis for setting prices Product or business model innovation has a high priority for many companies yet innovation in pricing received scant attention until the first edition of this groundbreaking book This new edition of *Innovation in Pricing* builds on the success of the first examining the ways in which pricing innovation can drive profits through cutting edge academic research and best practice case studies from leading academics business practitioners and consultants in pricing The second edition has been fully revised and updated according to the latest developments in pricing with revisions to all chapters new chapters including a chapter on business model and pricing model innovation a new introduction that makes explicit just what strategic pricing can do for your organization This book is the only book dedicated to innovation in pricing and is an essential read for business executives innovation managers and pricing managers wishing to treat innovation in pricing as seriously as they treat product service or business model innovation It is also valuable supplementary reading for advanced students of marketing and sales

PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University) DR. RAJU SUBBA,DR. PORAG PACHANI,2025-04-12 Marketing is an essential function of any business bridging the gap between products and consumers In today s dynamic business environment understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP 2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind *Principles of Marketing* has been designed to cater to the academic needs of B Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer s success largely depends on understanding consumer

behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

CUSTOMER EXPERIENCE MANAGEMENT - THE EXPERIENTIAL JOURNEY James Seligman, 2018-09-19 Organizations that want to deliver required outcomes can do so by shifting gears from traditional command and control tactics to a more collaborative way of working with customer interactions ensuring relevant skills and capabilities are made available By investing in technology organizations that support the customer experience can provide accurate forecasting customer in sight and the skills and capabilities regardless of their location and time zone Processes that span the back office to the front office should provide real time insight into the interpersonal experience journeys and enable co creation of goods and services

Ambulatory Anesthesia, An Issue of Anesthesiology Clinics Michael T. Walsh, 2019-05-08 This issue of *Anesthesiology Clinics* edited by Dr Michael T Walsh in collaboration with Consulting Editor Lee Fleisher is focused on Ambulatory Anesthesia Topics in this issue include Preoperative evaluation for ambulatory anesthesia Obesity and obstructive sleep apnea in the ambulatory patient Pediatric ambulatory anesthesia challenges Safety in dental anesthesia for office based practitioners Office based anesthesia Regional anesthesia for the ambulatory anesthesiologist Anesthesia for same day total joint Enhanced recovery in outpatient surgery Outcomes in ambulatory anesthesia Measuring what matters ASC Medical director issues NORA

Anesthesia in the GI suite MACRA MIPS APM etc Payment issues in ambulatory anesthesia Emergency response in the ASC and Quality Improvement in ambulatory anesthesia Social Influence on Digital Content Contribution and Consumption

Xuejing Ma,2023-09-28 This book examines users digital content contribution and consumption behavior from a social perspective Digital content is everywhere from search results on search engines to posts on social media Incentivizing users to contribute abundant content and motivating users to engage in and pay for digital content are vital for online platforms especially those relying on digital content generated by users This book develops a theoretical framework to incorporate social influence including social presence social interaction social comparison social loafing and social relationships in users digital content contribution and consumption decisions Further using a large volume of data from online platforms the author empirically studies the role of social interaction in digital content provision and monetization from the supply side Also regarding the digital content demand side this book explores how to boost content consumption via social motives and social norms The book enriches the understanding of social influence in digital content contribution and consumption and provides practical suggestions for digital platforms mechanism design **Ethical Business Culture** Andreas

Karaoulanis,2021-01-20 This book investigates both the ethical paragon involved in small business ethical decision making process and their consequences and the implementation of the right culture in small business as a paragon of stability and growth Small business is a major component of societies especially now Being in leadership positions in small business is something which many times involves tough decisions to be taken The major question that this book addresses is whether ethical decision making in small business is a paragon that needs to be taken into consideration Surviving and growing is something which involves many aspects that need to be taken into consideration too One of them is the human factor which many consider to be a crucial paragon more important than even strategy implementation Under this prism this book will investigate both the ethical paragon involved in small business ethical decision making process and their consequences and the implementation of the right culture in small business as a paragon of stability and growth The author sheds some light into aspects that we all have encountered in our professional lives and which sometimes had major impact on both business and the environment *Marketing Estratégico - As Quatro Etapas para Criar Vantagem Competitiva e Melhorar o*

Desempenho Manuel Alberto Ramos Mações,2019-03-01 Um livro que pretende dar respostas as praticas de marketing relevantes para o planeamento estrategico de uma organizac o Abrange as principais quest es de marketing estrategico com uma vis o dirigida a encontrar respostas as quatro quest es fundamentais Onde estamos Para onde queremos ir Como podemos la chegar Conseguimos la chegar Организация и практика работы рекламного агентства Владимир

Евстафьев,Александр Молин,2019-12-09 digital digital indoor QR CRM performance new business **Template-based Management** Uwe G. Seebacher,2020-10-29 The Template based management TBM approach has been used since 2003 across the world in diverse contexts It has evolved hand in hand with the evolution of business Agile Blueprints Canvas

Design Thinking or Kanban are only few of the many current concepts based on the approach This book expands and upgrades the author s 2003 book Template driven Consulting Springer by tracing this evolution and offering the current state of the art to practitioners TBM combines structure and method pre structuring diverse processes it helps to present complex activities and procedures in a simple clear and transparent manner and then implement them The use of TBM ranges from conception or creative work in agencies to designing organizations and strategies planning and monitoring initiatives and projects to innovation management and optimizing cost structures processes or entire departments and divisions The book also demonstrates how successful organizations use TBM to methodically and structurally apply the internal know how in a cost and time optimal way for attaining sustainable business success Readers will learn to apply and use TBM identify its importance and benefit from a variety of case studies that illustrate the application and use for the entire business and management practice

Ethnic Marketing Guilherme Pires,John Stanton,2014-12-05 A globalization process epitomised by historically large cross border population movements with rapidly improving networking and communication technologies has resulted in the growth of ethnic diversity across newly industrialised economies Instead of adapting to a dominant host country culture many ethnic minorities seek to preserve their identities both as diasporic communities and within their adopted countries For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer as well as offering instruction on the design and implementation of effective social and business marketing strategies The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries Since the publication of Pires and Stanton s 2005 book there has been continuing changes in the political social and economic environment in many countries which have growing ethnic minorities Incorporating new research across disciplines on the marketing relevance of ethnic minorities this book also integrates contributions and excerpts from in depth interviews conducted with leading marketing experts whose views and insights stimulate discussion and result in an invaluable guide to best practice in ethnic marketing across the world plus expert insights into the future of this dynamic area This is an excellent resource for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy as well as government marketing practitioners and businesses seeking ways to reach ethnic communities

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