





# DUTtalks

The DUT Public Relations Management Department cordially invites you to be part of the new discussion forum called DUTtalks.

The inaugural session entitled access to higher education: is it a right or a privilege? will be held on 14th August 2015 the programme will start from 11:00 am till 14:00 pm, at. Cane Growers Hall at the ML Sultan Campus.

This forum is meant to gather the DUT community together to engage and promote discussion on issues which affect the institution directly or indirectly. The PR student interms in the PR Department have identified the need for such platforms within our institution to pave the way for the society as we believe that discussing issues without prejudice or fear of reprisal assists the society to progress. The forum will consist of representatives from various aligned departments and organisations, depending on the topic selected for the session as well as members of the community where possible.

In an attempt to promote public discussion it is envisaged that these sessions be held at least once a term and will be co-ordinated by the Public Relations Management interns within the department.

For more information contact the PR Department 031 373 5277/ 6874 or email 21337005@dut4life.ac.za.

# **Marketing At Dut 2015**

William Shurtleff; Akiko Aoyagi

#### Marketing At Dut 2015:

Content Marketing Strategies For Dummies Stephanie Diamond, 2016-01-26 Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now especially for strategists looking to cultivate influence among target audience members through content marketing Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition even in the most crowded of marketplaces. This timely text introduces you to the Five C Cycle Company Focus Customer Experience Content Creation Channel Promotion and Closed Loop Analysis The Five C Cycle drives the creation and documentation of a targeted content marketing strategy and allows you to approach your content marketing campaign with confidence By helping you determine your company s focus uncover your customers experience with data develop channel promotions across social platforms create actionable online content and use closed loop analysis to build on previous success this will become your go to content marketing guide Content marketing entails creating and curating content online via blog posts social media platforms and more The goal is to acquire and retain customers by creating content that brings value to their lives and that encourages them to engage with your brand This easy to understand guide will help you do just that Analyze customer data to better understand your target audience s journey Leverage social platforms such as Facebook and Twitter to develop channel promotions Create and curate intelligent engaging content that leads to action Build upon your previous success with closed loop analysis Whether you work for a large corporation are part of a small business are a solo thought leader or are an educator Content Marketing Strategies For Dummies tells you how to gain a critical competitive advantage through targeted content marketing strategies of Soybeans and Soyfoods in Spain and Portugal (1603-2015) William Shurtleff; Akiko Aoyagi, 2015-05-02 The world s most comprehensive well documented and well illustrated book on this subject With extensive index 23 maps photographs and illustrations Free of charge in digital PDF format on Google Books **Digital Marketing All-in-One For Dummies** Stephanie Diamond, 2019-05-07 Unlock the value in online marketing A well executed digital marketing plan is a proven component of success in business and Digital Marketing All In One For Dummies covers everything you need to build and implement a winning plan Whether you re a novice in the online space or an expert marketer looking to improve your digital ROI this book has easy to absorb tips and insights that will turn online prospects into loyal customers This book compresses the essential information on 8 topics so you have all the information you need and none of what you don t You ll learn social media marketing marketing to millennials account based marketing influencer marketing content marketing strategies and more Use targeted measurable marketing strategies to promote brands and products Increase brand awareness customer acquisitions and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it Digital Marketing All In One For Dummies will help you level up your digital marketing game and avoid the common

mistakes that might be holding your business back Foundations French 1 Dounia Bissar, Helen Phillips, Cécile Tschirhart, 2020-12-04 A lively and popular introductory textbook teaching French to absolute beginners working in a classroom setting A diverse range of dialogues video clips and reading passages deliver new material which is carefully practised in a wide variety of imaginative exercises both individually and in pair and groupwork and backed up by structured grammatical underpinning and exercises Foundations Languages courses are tailor made for undergraduates and other students on Institution wide Languages Programmes IWLPs languages options and electives ab initio and minor routes in languages and open learning programmes at universities and in Adult Education Foundations French 1 assumes no previous knowledge Accompanying online resources for this title can be found at https www bloomsbury com uk series bloomsbury foundation languages These resources are designed to support teaching and learning when using this textbook and are available at no extra cost Included are accompanying audio and video a substantial self study section with practice material for homework and revision and for extension purposes **Transform: A rebel** squide for digital transformation Gerry McGovern, 2016 Are you an optimist Are you a rebel Do you think that because of digital technology power is shifting away from organizations towards citizens and customers Are you a digital change agent Do you want to transform your organization Then this book is here to help you Back cover Conservation Policies for Agricultural Biodiversity Lekha Laxman, Abdul Haseeb Ansari, 2023-08-16 Conservation Policies for Agricultural Biodiversity A Comparative Study of Laws and Policies focuses on the challenge of securing the ecological future of the planet and its inhabitants by exploring the Convention of Biological Diversity and the Nagoya Protocol on Access and Benefit Sharing and WTO laws such as SPSS TBT GATT This book demonstrates how the urgent problem of biodiversity loss can be addressed by challenging notions of national self interest and security for the purpose of implementing policies that will benefit humanity and more importantly ensure the future of our planet Delves into the current approaches adopted in the framework of global environmental governance Investigates the origins operations and effects of legal regimes policies and practices related to the conservation of biodiversity Presents a comparative study of laws and policies providing an in depth understanding of the factors behind the lack of success in conserving agricultural biodiversity **ECIE 2021 16th European Conference on Innovation and** Entrepreneurship Vol 1 Dr Florinda Matos, Prof Maria de Fátima Ferreiro, Prof Álvaro Rosa, Prof Isabel Salavisa, 2021-09-16 These proceedings represent the work of contributors to the 16th European Conference on Innovation and Entrepreneurship ECIE 2021 hosted by ISCTE Business School Instituto Universit rio de Lisboa Portugal on 16 17 September 2021 The Conference Chair is Dr Florinda Matos and the Programme Co Chairs are Prof Maria de F tima Ferreiro Prof Ivaro Rosoi and Prof Isabel Salavisa all from Instituto Universit rio de Lisboa Portugal ECIE is a well established event on the academic research calendar and now in its 16th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them The conference was due to be held at Instituto Universit rio de Lisboa Portugal but due to the global

Covid 19 pandemic it was moved online to be held as a virtual event The scope of papers will ensure an interesting two days The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research The keynote presentation is given by Soumodip Sarkar Vice Rector from University of vora Portugal on the topic of Social Intelligence The second day of the conference will open with an address by Professor Vittorio Loreto Sapienza University of Rome Italy who will talk about Exploring the adjacent possible play anticipation surprise Yearbook of International Organizations 2014-2015, Volumes 1a & 1b (Set) Union of International Associations, 2014-06-16 Volume 1 A and B covers Managing Social Media international organizations throughout the world comprising their aims activities and events Practices in the Digital Economy Alavi, Shirin, Ahuja, Vandana, 2019-12-27 Social media platforms are powerful tools that can help organizations to gather user preferences and build profiles of consumers These sites add value to business activities including market research co creation new product development and brand and customer management Understanding and correctly incorporating these tools into daily business operations is essential for organizational success Managing Social Media Practices in the Digital Economy is an essential reference source that facilitates an understanding of diverse social media tools and platforms and their impact on society business and the economy and illustrates how online communities can benefit the domains of marketing finance and information technology Featuring research on topics such as mobile technology service quality and consumer engagement this book is ideally designed for managers managing directors executives marketers industry professionals social media analysts academicians researchers and students Bedeutung der Werbung im Automobil-Marketing Claus Hutter, 2024-06-19 Im Fokus dieser empirisch medienwissenschaftlichen Studie stehen die Endkunden innen und Experten innen aus der Autoindustrie dem Autohandel und der Kreativwirtschaft im DACH Raum Claus Hutter untersucht neben der Rolle und Bedeutung der Automobilwerbung als integrativer Bestandteil des Marketing Mix auch die interdisziplin ren Betrachtungen der Werbepsychologie Positionierung und deren Einfluss hinsichtlich des Werbeerfolges auf der Kundenreise Diese umfassende Untersuchung liefert wertvolle Erkenntnisse einerseits fr die werblichen Rezeptionsprozesse und Interferenzen von Endkunden und andererseits Handlungsempfehlungen fr wirtschaftliche Stakeholder Le marketing d'influence Bruno Mignot, 2017-11-15 Les hommes d'affaires anglo saxons sont culturellement vers s'dans l'influence les latins beaucoup moins Cet ouvrage fait suite au M mento de strat gie d influence usage du dirigeant d entreprise 2015 Associer la strat gie d influence au marketing s av re tr s naturel tant les objectifs du marketing n cessitent de cr er am liorer consolider la perception qu ont les consommateurs d'un produit ou les clients d'un service. Un outil pour les dirigeants d'entreprise et d cideurs avides de transformer leur nergie d entrepreneur en avantages concurrentiels La couleur au cœur de la stratégie marketing Véronique Boulocher-Passet, Sabine Ruaud, 2016-05-09 Les 5 points forts unique en son genre cet ouvrage pr sente une approche originale sur l'utilisation de la couleur en marketing il propose une synth se riche conciliant

aussi bien la th orie que la pratique iI est ax sur les recherches les plus abouties dans le domaine il est abondamment illustr par des exemples concrets qui viennent enrichir la lecture l ouvrage est compl t d une version num rique Noto Rejetant la morosit ambiante les consommateurs partent la red couverte de leurs sens poussant les objets devenir motionnels et les entreprises r enchanter leur offre La couleur joue un r le cl dans ce besoin de divertissement au sein de la consommation On constate depuis quelques temps son grand retour en force La couleur habille les objets d banalise les produits impose la nouveaut et r introduit le concept d achat plaisir Elle peut d s lors repr senter un v ritable atout au c ur de la strat gie marketing des entreprises Cet ouvrage s attache montrer gr ce de nombreux exemples concrets l impact que peut avoir la couleur sur la strat gie et le mix marketing Source 4e de couv **Pennsylvania Business-to-business Sales & Marketing** 

Directory ,2002 Harnessing Social Media as a Knowledge Management Tool Chugh, Ritesh,2016-07-13 Knowledge is a valuable resource that must be managed well for any organization to thrive Proper knowledge management practices can improve business processes by creating value however the available tools meant to aid in the creation collection and storage of information have drastically changed since the emergence of social media By using this collaborative online application for engaging with information organizations are able to precisely disseminate knowledge to the correct audience Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits opportunities and challenges that are encountered in using and implementing social media This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective This book elucidates emerging strategies perfect for policy makers managers advertisers academics students and organizations who wish to effectively manage knowledge through social media

History of Soybeans and Soyfoods in the Netherlands, Belgium and Luxembourg (1647-2015) William Shurtleff; Akiko Aoyagi,2015-08-17 The world's most comprehensive well documented and well illustrated book on this subject With extensive index 168 photographs and illustrations mostly color Free of charge in digital PDF format on Google Books Künstliche Intelligenz für Sales, Marketing und Service Peter Gentsch,2019-05-13 Mit diesem Buch erhalten Sie einen leicht verst ndlichen Praxisleitfaden der systematisch die Technologien und Methoden der KI mit klaren Business Szenarien verkn pft Erfahren Sie wie Artificial Intelligence AI Ihr Pricing sowie Ihre Produktempfehlungen automatisiert Ihre Kundenkommunikation und Conversational Commerce bernimmt oder durch Customer Journey Analysen das Marketing Budget effizient verteilt Lesen Sie wie Sie Kunden und Marktpotenziale ber Daten identifizieren und Marktforschung intelligent optimieren k nnen Lernen Sie wie Sie zu vertretbaren Kosten die Kommunikation mit Bestandskunden verbessern die Kundenzufriedenheit dauerhaft steigern und letztlich die Ums tze positiv entwickeln k nnen Entscheider im Marketing Gesch ftsf hrer und Vorst nde finden in diesem Buch einen praktischen Ratgeber zur Einf hrung von K nstlicher Intelligenz in Management und Marketing So werden Ihre ersten Schritte in Richtung Algorithmic Business mit akzeptablem Aufwand und

Kosten gelingen Die zweite Auflage wurde vollst ndig durchgesehen und um spannende neue Best Practices von Disney der Techniker Krankenkasse Mercedes Benz Consulting und Spotify erweitert Mit Gastbeitr gen und Best Practices von Alex Dogariu Mercedes Benz Consulting Klaus Eck d Tales GmbH Prof Dr Martin Grothe complexium GmbH Professor Dr Nils Hafner Hochschule Luzern Wirtschaft Institut fr Finanzdienstleistungen Zug IFZ Bruno Kollhorst Techniker Krankenkasse Andreas Kulpa DATAlovers AG Marco Philipp Newcastle University David Popineau Disney Dr rer nat Michael Thess Signal Cruncher GmbH Jens Scholz prudsys AG Andreas Schwabe Blackwood Seven Germany GmbH Dr Thomas Wilde mesa ai und LMU M nchen In seinem berzeugenden Buch K nstliche Intelligenz fr Sales Marketing und Service ist es Peter Gentsch gelungen K nstliche Intelligenz kenntnisreich und fr die Unternehmenswelt verst ndlich zu erkl ren Zudem liefert er einen Rahmenwerk wie der Weg eines Unternehmens zu einer KI ausgerichteten Organisation aussehen kann Der Fokus auf die markt und kundennahen Prozesse im Unternehmen macht das Werk besonders wertvoll fr Profis im Bereich Marketing Sales und Service Die dargestellten Best Practices von ersten KI Anwendungen d rften Mut machen eigene KI Projekte auf den Weg zu bringen Prof Dr Dr h c mult Heribert Meffert Prototype to Product Alan Cohen, 2015-08-11 Product development is the magic that turns circuitry software and materials into a product but moving efficiently from concept to manufactured product is a complex process with many potential pitfalls. This practical guide pulls back the curtain to reveal what happens or should happen when you take a product from prototype to production For makers looking to go pro or product development team members keen to understand the process author Alan Cohen tracks the development of an intelligent electronic device to explain the strategies and tactics necessary to transform an abstract idea into a successful product that people want to use Learn 11 deadly sins that kill product development projects Get an overview of how electronic products are manufactured Determine whether your idea has a good chance of being profitable Narrow down the product s functionality and associated costs Generate requirements that describe the final product s details Select your processor operating system and power sources Learn how to comply with safety regulations and standards Dive into development from rapid prototyping to manufacturing Alan Cohen a veteran systems and software engineering manager and lifelong technophile specializes in leading the development of medical devices and other high reliability products His passion is to work with engineers and other stakeholders to forge innovative technologies into successful products **Tourism Safety.** Security and Resilience Rami K. Isaac, Shem Wambugu Maingi, Vanessa GB Gowresunkaar, 2024-11-18 This significant volume critically explores the implications of tourism safety and security and how communities in tourism destinations try to be resilient in the face of these impacts Written by leading scholars this book offers new insight into the conceptual and practical knowledge of community resilience due to tourism security and safety issues Chapters examine these topics through an integrated community perspective to provide comprehensive consideration of the interconnected facets of a community encompassing social economic environmental and cultural dimensions when evaluating and addressing matters

pertaining to tourism management safety security and resilience This book is structured around different conceptual theoretical and practical strategies employed by destinations to foster and sustain community resilience particularly during periods of crises as well as communities in the context of tourism recovery It examines this across geographical borders and in many different contexts not just locations of tourism or types of tourism such as religious tourism and different types of crises including natural disasters pandemics and terrorism This book is an essential reading for all tourism students researchers and academics as well as for those interested in conflict and crises recovery **Selected Papers from** Coastlab18 Conference Javier López Lara, Maria Maza, 2020-07-01 This book presents 16 selected papers from the 7th International Conference on The Application of Physical Modelling in Coastal and Port Engineering and Science Coastlab18 The conference was organized in Santander Spain from 22 to 26 May 2018 by the Instituto de Hidra ulica Ambiental de la Universidad de Cantabria IHCantabria Coastlab18 welcomed 175 attendees from 18 different countries The technical program included three renowned keynote lectures and 120 presentations focused on theoretical and practical aspects related to physical modelling in the field of coastal and ocean engineering Coastal and ocean structures breakwaters revetments laboratory technologies measurement systems coastal field measurement and monitoring combined physical and numerical modelling physical modelling case studies tsunamis and coastal hydrodynamics were the main topics covered in the conference This book attempts to cover as completely as possible all the topics presented during the conference The papers were accepted after a peer review process based on their full text Contemporary Issues in Business and Economics Chia-Lin Chang, Duc Hong Vo, 2020-07-01 This book is a collection of high impact papers accepted and presented at the 2019 Vietnam's Business and Economics Research Conference VBER2019 organised by Ho Chi Minh City Open University held on 18th 20th July 2019 The Special Issue is associated with a broad coverage of the contemporary issues in Business and Economics in Vietnam and other emerging markets reflecting a key theme of VBER2019 Vietnam s Place in the Asia Pacific Region A total of 14 papers were published from more than the 120 submissions to the VBER2019 Conference Published papers had been undergone a rigorous reviewing process conducted by the Journal of Risk and Financial Management The papers incorporated in this book address contemporary issues in business and economics from Vietnam and other emerging markets in the Asian region from various angles such as economics finance and statistics to management science At the time of writing this note some of the papers have attracted more than 1000 downloads in 3 months In particular a paper on Foreign Direct Investment and Economic Growth from Developing Countries in the Short Run and Long Run by Trang Thi Huyen Dinh and her team has attracted almost 6000 downloads in 3 months These statistics indicate that the papers published in this Special Issue have attracted the wide interest of readers Among these 14 published papers three main areas of important contemporary issues in Business and Economics in the Asian region can be identified First a block of papers deals with various important and fundamental issues in the emerging markets the Asian region from exchange rate

regime financial inclusion and financial development to energy consumption and environmental degradation On the issue of CO2 emissions energy consumption and economic growth in the ASEAN Vo Vo and Le utilized various time series econometrics approaches Key findings from this paper indicate that there are no long run relationships among carbon dioxide CO2 emissions energy consumption renewable energy population growth and economic growth in the Philippines and Thailand but a relationship does exist in Indonesia Myanmar and Malaysia Loo in his paper on financial inclusion for the ASEAN concluded that advancing internet capability and availability present investors an opportunity to offer financial technology or Fintech to meet the need for financial services in this digital era Second a challenge in quantitative studies for a single country such as Vietnam with limited data is generally noted However various empirical studies on Vietnam s business and economics issues have been conducted Nguyen Quan and Pham examined the cultural distance and entry mode of foreign direct investment in Vietnam A key finding from their paper is that when there is a great cultural difference between Vietnam and their home country foreign invested firms prefer wholly owned subsidiaries over equity joint ventures Within the Vietnamese market Pham Vo Ho and McAleer conducted a study on the issue of corporate financial distress The authors conclude that the corporate financial distress prediction model which includes accounting factors with macroeconomic indicators performs much better than alternative models In addition the evidence confirms that the global financial crisis GFC had a damaging impact on each sector with the Health Education sector demonstrating the most impressive recovery post GFC and the utilities sector recording a dramatic increase in bankruptcies post GFC At another extreme of the spectrum Van and Nguyen considered that competitive context social influences the understanding of managers about corporate social responsibility CSR and the internal environment of companies are the four drivers of CSR The authors also argued that in the four drivers competitive context has the strongest impact on adopting CSR Third last but not least various papers focus on an important aspect of public finance For an example Pham Pham and Ly documented the effect of double taxation treaties on the bilateral trade of Vietnam with ASEAN member states thereby making an extensive comparison with its EU partner countries Their findings indicate the significant contributions of the tax treaties to Vietnam s trade performance not exclusively with ASEAN but also with EU partner countries In addition regarding public finance for Vietnam Nguyen Vo Ho and Vo investigated the contribution of fiscal decentralisation to economic growth across provinces in Vietnam For the first time in Vietnam the fiscal decentralisation index together its two subcomponents including fiscal importance and fiscal autonomy are developed Findings from this paper indicate that while fiscal importance and an overall level of fiscal decentralisation have provided negative impact on provincial economic growth fiscal autonomy has a positive impact on economic growth across provinces in Vietnam

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