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Jianjun Gao

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Marketing Higher Education Paul Sergius Koku, 2022-07-15 This book provides a comprehensive and accessible guide to marketing Higher Education institutions discussing how universities are service providers and how education is a service both of which need to be defined and marketed together Unlike the current offering available on the subject this book provides a uniquely applied approach linking the theory of marketing practice to the Higher Education sector through real life case studies and examples Each topic is covered in depth including marketing segmentation pricing location brand management internationalization and expansion Overarchingly the book considers how to develop and promote the university as a product and as a brand Two case studies from real life universities in a broad range of locations are provided at the end of each chapter alongside questions to aid understanding and application Holistic and practical Marketing Higher Education is an ideal guide for academics and students studying services marketing Higher Education management and leadership and marketing in the public sector It will also be an invaluable resource for professionals working in Higher Education administration looking to develop their skills and understanding of marketing and brand building **Book Review Index** ,2003 Every 3rd issue is a guarterly cumulation The Publishers' Trade List Annual ,1979 Managing Customer Value Bill Dodds, 2003 Providing the right combination of product quality customer service and price is good business Unless a business does something that creates value for their customer then the chances of business success are nil **Subject** El-Hi Textbooks in Print ,1984 Guide to Books in Print ,1996 **Understanding Business in the Global Economy** Jonathan Swift, 2017-09-16 Focussing on the way in which relationships at various levels underpin international business activities this core textbook presents a contemporary and realistic analysis of International Business in action The concept of change permeates the text highlighting the dynamic and often turbulent nature of international business and management The book brings together many operational aspects of IB covering topics such as market entry decision making marketing strategy international HR supply chain management and the role of culture in IB thus providing a good overview of the various practical and operational issues that firms must consider as they internationalise their operations This is the ideal companion for undergraduate and postgraduate Business students taking modules in International Business or International Management Books in Print ,1991 **Essentials of Marketing** Charles W. Lamb, Jr., Joseph F. Choice ,1989 Hair, Carl McDaniel, 2000-03-21 All questions in the Study Guide are keyed to the learning objectives by numbered icons In addition to true false multiple choice and essay questions every chapter includes application questions many in the form of short scenarios and agree disagree questions to help students articulate the concepts they are trying to master Study Guide questions were designed to be similar in type and difficulty level to the Test Bank questions so that review using the Study Guide will help students improve their test scores Every chapter opens with a pre test to help students assess their level of understanding before beginning to review Other review tools in the chapter include chapter outlines with definitions of key

terms a synopsis of key points under the learning objectives and vocabulary practice

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