

second edition

Marketing Management

A Contemporary
Perspective

Christian Homburg,
Sabine Kuester
and Harley Krohmer



Marketing Management A Contemporary Perspective

Christian Homburg



Marketing Management A Contemporary Perspective:

Marketing Management Christian Homburg, Sabine Kuester, Harley Krohmer, 2009 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to business services marketing retailing and international marketing from companies around the globe Marketing Management is an authoritative investigation of contemporary marketing It is a thorough carefully crafted and comprehensive resource that helps to understand and solve the challenges in implementing successful marketing Professor Thomas S Robertson Wharton School Marketing Management combines the best features of a reference and textbook It skillfully integrates the important conceptual foundations in marketing with practical applications to serve as an essential and excellent book for both marketing students and marketing professionals

EBOOK: Marketing Management Christian Homburg, Sabine Kuester, Harley Krohmer, 2012-12-16 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to business services marketing retailing and international marketing from companies around the globe **Marketing Management** Christian Homburg, 2009 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to

business services marketing retailing and international marketing from companies around the globe Publisher's website

Third Sector Research Rupert Taylor, 2010-03-02 To mark the 20th Anniversary of *Voluntas International Journal of Voluntary and Nonprofit Organizations* the editor has compiled a comprehensive overview of contemporary debates in third sector scholarship comprised of all original research by leaders in the field The volume will offer a critical review of the central and innovative themes that have come to form the core of third sector debate and research with an international focus The first global compendium of third sector research this volume provides a international multi disciplinary and state of the art overview of the field The contributions not only examine and review the existing scholarship but introduce new perspectives and thinking on the third sector especially in terms of future implications around the world Topics covered include History and Development of the Field New Trends in Volunteering and Philanthropy Volunteering and Participation in Developing Countries Leadership and Governance Corporate Responsibility Social Capital Global Civil Society This seminal volume provides a broad and comprehensive look at the field of Third Sector Research of primary interest to researchers in political science sociology development studies and nonprofit leadership programs

Handbook of Contemporary Scientific Marketing Management S. K. Baral, Multidisciplinary Approaches to Contemporary Marketing Fatma Irem Konyalıoğlu, Fatih Sinan Esen, 2025-06-09 This book uniquely combines literature from different research fields of marketing such as social and psychological perspectives behavioral sciences the digital era sustainability and corporate social responsibility to present a multidisciplinary approach to marketing With a diverse authorship bringing together the research and the expertise of multiple scholars the combination of contexts and research fields in this book will illuminate the scope of marketing for researchers in the field It discusses questions and issues such as innovative approaches to marketing in the digital era the role of AI in modern neuromarketing approaches and the current marketing practices regarding corporate and social responsibility and sustainability Covering a range of topics from green fiscal policies to accessible marketing practices as well as current trends in technologies in marketing such as AI applications and digital transformations this book will be a critical literature source due to its synergistic properties

Customer Engagement Marketing Robert W. Palmatier, V. Kumar, Colleen M. Harmeling, 2017-08-29 This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders It identifies cutting edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies Responding to the rapidly changing business landscape where consumers are more connected accessible and informed than ever before many firms are investing in customer engagement marketing The book will appeal to academics practitioners consultants and managers looking to improve customer engagement

Contemporary Marketing Management for Tourism and Hospitality Nikolaos Stylos, Roya Rahimi, Peter Robinson, 2024-10-30 Hospitality and tourism is the second largest industry in the world and is a driver of job growth and economic prosperity accounting for 1 in 10 jobs worldwide As such the marketing

of hospitality and tourism is a fast developing field influenced by the latest advances in sustainability and social marketing as well as a new generation of consumers Gen Z individuals and Gen Alphas are the future employees and consumers of this industry They do not only shape new consumption patterns but also bring their values to work life thus changing the attitudes towards the employee employer relationship and how work is being done As Generation Z will represent more than 50% of the workforce worldwide in the next few years it is of utmost importance to explore their particular behavior in both the working environment as well as their consumption patterns As such this contributed volume brings a focus on the contemporary marketing and management aspect of the tourism and hospitality industry as this is will be shaped by Smart Industry 4.0 apps priority over sustainable futures and Gen Z and Alpha individuals aspirations expectations preferences and behaviors The latest technological advancements and the challenges associated to a sustainable planet will be decisive factors in tourism and hospitality marketing The authors offer insights into numerous aspects into the hospitality and tourism industry making it an invaluable reference point for contemporary tourism and hospitality marketing research

Contemporary Wine Marketing and Supply Chain Management Daniel J. Flint, Susan L. Golicic, Paola Signori, 2016-04-29 Contemporary wine marketing practice is changing rapidly due to the intensity of industry competition the emergence of numerous media options and the dynamics of market segments As new wineries emerge onto the global stage both they and the entrenched firms must remain well informed and leverage the latest marketing and sales approaches in order to succeed Contemporary Wine Marketing and Supply Chain Management intricately weaves academic knowledge practical insights and firsthand wisdom from wine executives around the world Drawing on over 200 interviews and visits with winery owners executives and managers in five countries industry experts across marketing and supply chain management examine successful marketing frameworks as they apply to growers wineries distributors and retailers Combined with contemporary expertise in brand management sales research social media this book explores exciting and effective business practices and offers contemporary marketing ideas that will help wineries thrive

Contemporary Issues in Management Research Jawahar. P. David, 2009

Contemporary Selling Mark W. Johnston, Greg W. Marshall, 2016-02-19 Contemporary Selling is the only book on the market that combines full coverage of 21st century personal selling processes with a basic look at sales management practices in a way that students want to learn and instructors want to teach The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers Johnston and Marshall have created a comprehensive holistic source of information about the selling function in modern organizations that links the process of selling what salespeople do with the process of managing salespeople what sales managers do A strong focus on the modern tools of selling such as customer relationship management CRM social media and technology enabled selling and sales analytics means the book continues to set the standard for the most up to date and student friendly selling book on the market today Pedagogical features include Mini cases to help students understand and apply the principles they have learned

in the classroom Ethical Dilemma and Global Connection boxes that simulate real world challenges faced by salespeople and their managers Role Plays that enable students to learn by doing A companion website includes an instructor s manual PowerPoints and other tools to provide additional support for students and instructors Contemporary Issues in Marketing and Consumer Behaviour Elizabeth Parsons,Pauline Maclaran,Andreas Chatzidakis,Rachel Ashman,2023-07-31 This third edition of Contemporary Issues in Marketing and Consumer Behaviour has been revised and updated to reflect the fast changing world we live in The new state of the art chapter on digital marketing digs deeply into two new frontiers of marketing which have significant impact on contemporary social life influencer marketing and online gaming Other new topics help us to understand how marketing can perpetuate local and global inequality through creating and sustaining hierarchies of knowledge and influencing norms of race disability gender and sexual orientation Topics new to this edition include Digital Markets and Marketing Hierarchies of Knowledge in Marketing Marketing Inequalities Feminisms and intersectionalities The Ethics and Politics of Consumption New case studies include Emerging Economy Brands The Fairtrade Brand Disappearing Influencers Decolonising the Media Written by four experts in the field this popular text successfully links marketing theory with practice locating marketing ideas and applications within wider global social and economic contexts It provides a complete and thought provoking overview for postgraduate MBA and advanced undergraduate modules in marketing and consumer behaviour and a useful resource for dissertation study at both undergraduate and postgraduate levels Online resources include chapter by chapter PowerPoint slides *The Routledge Companion to Contemporary Brand Management* Francesca Dall'Omo Riley,Jaywant Singh,Charles Blankson,2016-07-15 The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research and the challenges faced by brands and their managers Original contributions from an international range of established and emerging scholars from Europe US Asia and Africa provide a diverse range of insights on different areas of branding reflecting the state of the art and insights into future challenges Designed to provide not only a comprehensive overview but also to stimulate new insights this will be an essential resource for researchers educators and advanced students in branding and brand management consumer behaviour marketing and advertising **Contemporary Issues in Branding** Pantea Foroudi,Maria Palazzo,2019-12-06 This book provides students and academics with a comprehensive analysis of the theory and practice of branding The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive immediate and innovative ways is ever present in the digital era Digital marketing and social media create opportunities for managers to communicate their brand s identity to their consumers and stakeholders Yet limited empirical research exists to elucidate these issues and less still that assists our understanding of branding issues at an international level Recognising the complexity and plurality at the heart of the branding discipline this text explores the

relationship between brands identity and stakeholders Working through building designing and maintaining a brand the authors consider such aspects as strategic planning and campaign management research and measurement media relations employee communication leadership and change communication and crisis branding Critically differing methods and approaches applied to branding and communication research design are assessed including both qualitative and quantitative methods Proposing a mixture of theory and practice with international case studies this book is an invaluable companion for advanced undergraduate and postgraduate students academics of marketing and strategic brand management as well as managers and decision makers globally

Urban Destination Marketing in Contemporary Europe John Heeley, 2015 Aiming to unite theory and practice this volume addresses the gap between the academic literature on urban destination marketing and the manner in which it is actually undertaken by destination marketing organisations DMOs It includes 21 in depth interviews with senior DMO executives to allow practitioners to describe in their own words how they conduct their marketing activities

Contemporary Issues in Marketing Ayantunji Gbadamosi, 2019-09-02 As the landscape of marketing knowledge changes contemporary buyers be it individuals or organisations are now more informed more demanding and crave value co creation with marketers This coupled with technological and socio cultural changes provides robust evidence that the old perspectives assumptions and practices of marketing are no longer satisfactory Contemporary Issues in Marketing is a comprehensive up to date and cutting edge resource that presents a coherent understanding of topical issues in marketing Bringing together theory and practitioners perspectives it firmly addresses the prevailing challenges in the marketing world Using vignettes on topics such as technology ethics and practitioner viewpoints this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline

Contemporary Perspectives on Corporate Marketing John M.T. Balmer, Laura Illia, Almudena González del Valle Brena, 2013-07-24 Corporate marketing and corporate communications are topics that have grown in scholarly and practical importance in these last decades Fields such as branding marketing communications and public relations have all contributed to this boost Whilst there is a large amount of literature on each of these disciplines there is little systematic development from the perspective of corporate marketing and corporate communication studies although these two have the most to contribute to how companies manage their brands image and corporate identities in the 21st Century This book seeks to redress this balance and provide insights via case studies or histories on issues such as nation branding managing multiple corporate identities during merger and acquisitions and establishing a company s CSR and green image Scholars from various disciplines within the fields of public relations branding marketing and corporate identity have come together in Contemporary Perspectives on Corporate Marketing to offer the latest approaches and studies in these areas As such it will become a platform for developments in the field and serve as a respected reference resource for corporate marketing and corporate communication studies

Video Game Marketing Peter Zackariasson, Mikolaj Dymek, 2016-10-04 The video

game industry has been one of the fastest growing cultural phenomena of our times with market conditions that demand a specific skill set from its marketers To a new generation of indie gamers being a game developer isn't just about design and production a successful video game demands entrepreneurial skills and astute business acumen The creators need to know what their customers want how to reach those customers and how to sell to them Video Game Marketing A student textbook is for development students or aspiring developers who want to know how to promote and sell the results of their efforts This book is a much needed guide to the essentials of marketing strategy video games as products or services marketing research for game development branding video games marketing through game gamification advergames Replete with pedagogy to aid learning such as objectives and discussion questions for each chapter this book is all that aspiring video game developers will need to unleash the potential of their games

Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators

B2B Marketing Guidebook - Vol. 1 Uwe Seebacher, 2025-07-15 In the age of Industry 5.0 predictive intelligence and accelerated digital transformation B2B marketing has become the strategic engine of growth and innovation This first volume of the second significantly updated edition of B2B Marketing brings together over 20 international experts to redefine modern marketing across strategy systems and structure Covering topics such as marketing maturity MarTech automation branding and agile leadership this volume offers actionable frameworks forward looking insights and real world case studies from leading organizations like Fynest Fujitsu Hapag Lloyd and Predictores Readers will gain a clear understanding of the B2B Marketing Maturity Model strategic perspectives on predictive intelligence and best practices for marketing automation Essential reading for CMOs business leaders marketing professionals consultants and academics this book is a strategic blueprint for the next decade of B2B marketing The transformation starts here

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