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Services Marketing: People, Technology, Strategy (Ninth Edition) Jochen Wirtz, Christopher Lovelock, 2021-10-15

Services Marketing People Technology Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view

STRATEGIC MARKETING : MAKING DECISIONS FOR STRATEGIC ADVANTAGE, SECOND EDITION Sahaf, Musadiq A., 2019-07-01 This systematically organized text now in its second edition gives an in depth analysis of the multidimensional aspects of strategic marketing Comprising a harmonious blend of theoretical aspects and real world applications the book presents the framework that governs a firm s strategic decisions in the area of marketing Divided into five parts the text attempts to provide an explanation and critical analysis of the core concepts that have driven the growth and development of the subject for decades At the same time emerging concepts that would shape the scope of the subject have also been highlighted The book is specifically written for the students who pursue academic and professional programmes in marketing management and business studies

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TARGET AUDIENCE Marketing MBA Specialisation Marketing

Strategic Marketing for Social Enterprises in Developing Nations Chiweshe, Nigel, Ellis, Debbie, 2019-06-29 Many governments in developing nations are finding it nearly impossible to address challenges posed to their countries including poverty disease and high levels of youth unemployment Thus social entrepreneurs are attempting to address these social challenges through the creation of social enterprises However further research is needed as to what social entrepreneurship is and how these enterprises can utilize and formulate marketing strategies

Strategic Marketing for Social Enterprises in Developing Nations provides innovative insights for an in depth understanding of where marketing and social entrepreneurship interact providing clarity as to what social entrepreneurship is as an organizational offering what drives social entrepreneurship and the formulation of marketing strategies for social enterprises Highlighting topics such as income generating marketing management and media dependency theory it is designed for managers entrepreneurial advisors entrepreneurs industry professionals practitioners researchers academicians and students

Promoting

Organizational Performance Through 5G and Agile Marketing Santos, José Duarte, Sousa, Bruno Miguel, 2022-09-30 It is well understood that many business operations are evolving to fit within the mold of society's technological advancement. This is no different for marketing. While there are indicators proving the evolution of marketing, there are still many questions that must be addressed when examining the changes made to the field: whether this evolution will force new tactics, whether it will be reduced to technological tools and more. These questions must be answered in order to allow organizations to be more customer-oriented and competitive. Promoting Organizational Performance Through 5G and Agile Marketing provides knowledge and skills to allow readers the ability to understand the evolution and trends of marketing as well as its implications in organizations and customer relationships. It consolidates concepts introduced in recent years and examines possible opportunities to broaden the breadth of marketing, demonstrating its interdisciplinarity. Covering topics such as loyalty programs, brand attachment, and purchase intention, this premier reference source is an excellent resource for business leaders and executives, brand managers, IT managers, marketers, communications professionals, students, and faculty of higher education, librarians, researchers, and academicians.

DIGITAL MARKETING FOR SMALL AND MEDIUM SIZED TOURISM AND HOSPITALITY ENTERPRISES Salih Kuşluvan, Karel Van Isacker, **Marketing Management** Rahul Pathak, 2025-10-05 In the ever-evolving landscape of business, marketing management stands as a pivotal discipline that drives strategic growth, innovation, and success. This book is the culmination of my passion for marketing and my commitment to empowering students and professionals with the knowledge and skills necessary to excel in this dynamic field. With years of teaching, research, and industry experience, I have crafted this comprehensive guide to provide a nuanced understanding of marketing management's fundamental concepts, strategies, and practices. The book strikes a balance between theoretical foundations and real-world applications, ensuring that readers are equipped with the analytical tools and strategic insights necessary to navigate complex market environments. Emerging trends such as digital transformation, ethical marketing, sustainability, and global market dynamics are woven throughout the narrative, reflecting the rapidly changing nature of the marketing landscape. This book aims to serve as a trusted resource for building marketing competence, fostering critical thinking, and inspiring innovative approaches to marketing challenges. It is my hope that readers will find this work both informative and thought-provoking, enabling them to make informed marketing decisions and contribute meaningfully to their organizations and communities. Ultimately, my goal is to nurture a lifelong passion for marketing management, empowering readers to stay abreast of industry developments and excel in their careers. I hope that this book will become a valuable companion on their journey, providing insights, guidance, and inspiration as they navigate the exciting world of marketing.

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