Marketing In Asia

Marketing Management in Asia.-Stanley Paliwoda 2013-01-04 Asia is no longer simply the continent to which the world turns for outsourcing and off shoring of production, leaving retailing to Western countries. Asia now contains many of the world’s largest markets plus many emergent markets as well. North America is fast ceding ground to China as the world’s largest economic power. Europe has been able to make productivity gains from trade, fiscal and monetary harmonization to remain globally competitive while Africa, whose nations practice free trade, is largely ignored both in terms of forgiving debt and providing further credit. Each chapter of this volume details the characteristics of an individual market in Asia and demonstrates the challenges that marketers are likely to face in these environments. Covering not just production or consumption but trade as it is practiced now, this book outlines the new norms, conventions and service performance levels that these markets demand.

Strategic Marketing Management in Asia-Syed Saad Andaleeb 2016-12-22 With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.

Ethical and Social Marketing in Asia-Bang Nguyen 2015-02-16 There is a growing interest in firms’ adoption of ethical and social marketing approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a
concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is often not favourably viewed by Asian countries emphasising collective, social and long term benefits for the people and country. Due to these interesting characteristics and complexities, the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies, geographically based on ‘clusters’; North East, (China, Taiwan, Japan, South Korea), South East (Singapore, Malaysia, Thailand, Vietnam, Cambodia, the Philippines, Indonesia) and South Asia (India, Pakistan, Bangladesh). The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia, followed by a conclusion. explores the nature of ethical and social marketing from an Asian perspective discusses current ethical and social marketing researches and practices in different areas, industries, commercial and non-commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics, society and fairness includes an interesting mix of theory, research findings and practices Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers-Philip Kotler 2016-11-24 Asia is the most populated geographical region, with 50% of the world's inhabitants living there. Coupled that with the impressive economic growth rates in many Asian countries, the
region provides a very attractive and lucrative market for many businesses, big and small and from all industries. In addition, Asia is also a dynamic market that significantly grows with developments in technology and digitalization. For example, a research by Google and Temasek shows that Southeast Asia is the world's fastest growing internet region. The internet economy in Southeast Asia is expected to grow by 6.5 times from US$31 billion in 2015 to US$197 billion in 2025. All these make it critical for marketers, whether domestic, regional or global, to stay in touch if not ahead, in their understanding of what is happening in Asia from a marketing perspective and what Asia has to offer to the world. One phenomenon happening in the Asian market and which marketers should pay utmost attention to, is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition. What makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior. Disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors to surpass the conventional boundaries which we may be quite familiar with. Asian consumers have become more educated and connected and have embraced newer ways of selecting, buying and using products and services. In this book, the Father of Modern Marketing, Professor Philip Kotler has collaborated with two marketing experts from Asia, Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore to publish a book on Marketing for Competitiveness: Asia to the World — In the Age of Digital Consumers. This book argues that marketing is no longer just vertical but has encompassed a new, more horizontal paradigm. In addition to many new concepts and frameworks, this book includes a plethora of real-world examples from various countries in Asia, which will help to shed light on how companies, both Asian and global, compete in Asia. Useful lessons can be drawn by all businesses in the world on
how to win the mind, heart and spirit of the Asian consumer — digital and non-digital.

Services Marketing in Asia-Jochen Wirtz 2005

Consumer Behavior in Asia-Erdener Kaynak 2014-06-23 Understand the Asian consumer’s demands and effective marketing strategies! The emergence of China as a viable consumer market has created tremendous opportunities for international or multinational firms looking for market entry or expansion in China. At the same time, the evolution of the Chinese economy and the increasing heterogeneity of Chinese consumers also pose a great deal of challenges for global marketers trying to assess and evaluate the Chinese market. Consumer Behavior in Asia: Issues and Marketing Practice will help marketers and market researchers understand Asia’s consumer market by providing you with a consumer segmentation of China’s 1.25 billion population as it explores Asia’s cultural values, consumer perceptions, and attitudes. From this book, you will discover everything from perceptions and preferences toward advertising and different consumer goods to the emergence and growth of different upper class sectors. Consumer Behavior in Asia provides you with demographics, psychographics, and life-styles of Asian consumers to assist you in successfully entering the Asian market. Academics and business executives will be able to examine the emergence of the Asian markets and focus on the similarities and differences of Asian consumers with Western counterparts. Consumer Behavior in Asia will enable you to accurately assess market demands and enact effective marketing strategies. With this essential book you will explore several studies that reveal information on Asian consumers, including: marketing strategies for firms to adjust and thrive as fast food providers in Asia market segmentation considerations for rural and urban areas a complete outline of China’s population segments, buying preferences, and spending power consumer decisions based on the country-of-brand and brand of product Asian generation X-
ers’ perceptions toward advertising influences of cultural forces on consumer behavior, such as the importance of gift giving. Consumer Behavior in Asia provides you with a complete overview of China’s economy and highlights the attractiveness of the growing market. The plethora of business opportunities in China is epitomized by the encouraging words one would say to an ambitious merchant—“Go west, young man—to the East!”

Rethinking Marketing—Philip Kotler 2012-12-11 This book offers a fresh perspective on understanding how successful business strategies are crafted. It provides insights into the challenges and opportunities present in changing Asian business environments. Concepts are presented through models and frameworks. These are illustrated through case studies showcasing a broad spectrum of Asian businesses, ranging from manufacturing to logistics planning to retailing and services. Readers will be able to understand the problems faced by Asian companies, and to apply useful conceptual tools to formulate effective strategies in solving them.

ISE Marketing—Roger Kerin 2020-04-21

Mastering Noon Nopi-[장대련(DEA RYUN CHANG)] 2015-09-07 눈높이 연마하기: 아시아 마케팅의 접근을 위한 예술과 과학

PART I
Marketing In Asia

WHAT IS MARKETING PART II MARKETING STRATEGY PART III CUSTOMER CATEGORIES in
Asian Marketing PART IV MARKET SELECTION PART V MARKET SELECTION PART VI / APPENDIX
HBR BLOGS & READINGS Mastering Noon Nopi: The Art & Science of Marketing in Asia

How does one approach Marketing in Asia, the fastest growing economic region in the world? That is the key
question that is answered in “Mastering Noon Nopi: The Art & Science of Marketing in Asia.” Noon
Nopi, a word from Korean, means “Eye Level” but the author uses it more broadly to signify the
essence of Marketing. The Noon Nopi concept is used throughout the book to convey how companies
need to understand their markets through the lenses of consumers. The author brings nearly 30
years of teaching, research and consulting experience and insight about Marketing into the book. He
has taught Marketing in Korea, Finland, Australia, Hong Kong and Singapore. He was also raised as
a child of diplomats and lived in many countries. The combined experience therefore allows the
author to have a unique global perspective of how the “Eye Level” matching can be achieved. The
author offers rich personal accounts and anecdotes to illustrate how one’s ability to fine tune his or
her “Noon Nopi” can be an asset not just in business but also in life such as in individual branding.
Even though the book is focused on Asia, many of the analytical tools offered in “Noon Nopi” can be
applied to marketing problems anywhere. As an added bonus, the book includes the author’s many
Harvard Business Review Online opinion pieces as well as a key article and case on Asian Marketing.
The author has now launched a MOOC (Massive Open Online Course) called “International
Marketing in Asia” based on this book on the world’s largest platform Coursera and has learners
from over 170 countries.

Taking Southeast Asia to Market-Joseph Nevins 2018-09-05

Recent changes in the global economy and in Southeast Asian national political economies have led to new forms of commodity production
and new commodities. Using insights from political economy and commodity studies, the essays in Taking Southeast Asia to Market trace the myriad ways recent alignments among producers, distributors, and consumers are affecting people and nature throughout the region. In case studies ranging from coffee and hardwood products to mushroom pickers and Vietnamese factory workers, the authors detail the Southeast Asian articulations of these processes while also discussing the broader implications of these shifts. Taken together, the cases show how commodities illuminate the convergence of changing social forces in Southeast Asia today, as they transform the terms, practices, and experiences of everyday life and politics in the global economy.

Tourism Events in Asia-Azizul Hassan 2018-12-19 The roles and impacts of planned events within tourism are of increasing importance for destination competitiveness. Tourism Events in Asia is a unique contribution to the understanding of the impacts of events in the development planning, promotion and marketing of destinations in the rapidly growing tourism market of Asia. Balancing theory and practical examples, the book analyses the tools and techniques of branding, marketing and media involvement as well as visitor motivations for successful tourism events in Asia. It reviews a range of different event types from dark tourism festivals, film tourism festivals, cultural heritage tourism festivals, food tourism festivals, business events, sports events; and meeting, incentives, conferences and exhibitions (MICE) and much more. Written by an international team of authors, this book is essential reading for anyone interested in the Asian tourism events market and will be a valuable resource for students and researchers of events, tourism, marketing and branding.

Place Event Marketing in the Asia Pacific Region-Waldemar Cudny 2021-08-20 This book explores the fascinating phenomenon of place event marketing in the Asia Pacific region. It examines procedures in the promotion and branding of places that use events to shape their identities. It
considers how events are used in forming a branded image of a place and disseminate information about it. This innovative book offers theoretical insights of the opportunities and challenges related to place event marketing. With contributions from leading thinkers in the field, chapters also draw on empirical examples to showcase a variety of events across the Asia Pacific, such as MICE, sporting events, festivals, and religious and cultural celebrations. The book explores the importance of such events for the socio-economic development of urban regions. Today, the Asia Pacific is one of the world's fastest developing regions and its rising economic power is accompanied by the growing importance of the tourism and event sector. The book is a unique study relating to a very exceptional region of the world. The role of events in tourism development and the rise of the region’s soft power is presented through carefully selected examples of cities from different countries. The book concludes with commentary on the future directions for research in this area. Written in an accessible style, this book will be of great interest to students, scholars, and practitioners working in events studies, urban studies, tourism, place branding and promotion, business and management studies, geography, sociology, and sport and leisure studies.

How Asia Advertises-Jim Aitchison 2002-06-06 As Asian marketing becomes more sophisticated, so too does Asian advertising. This book unravels the 100 most outstanding advertising campaigns from Asia, Australia and New Zealand to reveal the creative process and forces behind each campaign, to help readers better understand what advertising is all about in Asia. It looks into what makes each campaign tick by giving a complete rundown of its objectives, strategy, creative synergy and results.

Asian Brand Strategy (Revised and Updated)-M. Roll 2016-02-11 This second edition of the bestselling Asian Brand Strategy takes a look at how Asian brands continue to gain share-of-voice and share-of-market. Featuring a user-friendly strategic model, new research, and case studies, this
book provides a framework for understanding Asian branding strategies and Asian brands.

Marketing Research-Steve D'Alessandro 2020-06-18 Marketing Research, 5e equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course.

Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

Marketing Across Cultures in Asia-Richard R. Gesteland 2002 Packed with useful information and real-world examples of how to do marketing across cultures in Asia.

Small Business Marketing and Relationship Marketing in Asia Pacific-Nelson Oly Ndubisi 2011

Asian Brand Strategy-M. Roll 2005-10-17 This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands.

Consumer Behaviour in Asia-Hellmut Schütte 2016-07-27 Success in the Asian market is crucial to many firms. Yet many marketing strategies are based on a 'western' perspective of what consumers...
want and respond to. In Consumer Behaviour in Asia, the authors argue that Asian culture is so fundamentally different to Western Culture that existing consumer behaviour concepts cannot be applied to Asian consumers. In this book the authors outline and explain these differences and put forward modifications to many well-known consumer behaviour concepts. Consumer Behaviour in Asia shows how firms need to modify their marketing strategies in such areas as segmentation, positioning and the marketing mix in order to successfully penetrate these markets.

Religious Commodifications in Asia-Pattana Kitiarsa 2007-11-09 This book addresses the growing academic concerns of the market-religion convergences in Asia. Bringing together a group of leading scholars from Asia, Europe, Australia and North America, it discusses multiple issues regarding religious commodifications and their consequences across Asia’s diverse religious traditions. Covering key issues in the anthropology and sociology of contemporary Asian religion, it draws theoretical implications for the study of religions in the light of the shift of religious institutions from traditional religious beliefs to material prosperity. The fact that religions compete with each other in a ‘market of faiths’ is also at the core of the analysis. The contributions show how ordinary people and religious institutions in Asia adjusted to, and negotiated with, the penetrative forces of a global market economy into the region’s changing religio-cultural landscapes. An excellent contribution to the growing demands of ethnographically and theoretically updated interpretations of Asian religions, Religious Commodifications in Asia will be of interest to scholars of Asian religion and new religious movements.

Leveraging Japan-George Fields 2000 Japan's current shift from a manufacturing to a consumer economy is creating unprecedented opportunities for any company with the savvy to exploit this, the world's second largest market. Certainly, as the Japanese economy continues to rebound, more and
more companies will continue to stake and build their presence there and use it as a springboard to enter other growing Asian markets. In Leveraging Japan, three leading authorities on market strategy and Japan present the new rules of Japanese marketing and discuss the evolution of other emerging Asian markets. These experts then share the same strategies that they've used to help American Express, Avon, Levi Strauss, and KFC, among other multinational companies, successfully establish a presence in Japan and leverage that presence to enter other Asian markets. To read the first chapter from this book, click here.


Tourism Marketing for Developing Countries-Eli Avraham 2016-02-25 Tourism Marketing for Developing Countries examines media strategies used by destinations in Asia, the Middle East and Africa to battle stereotypes, negative images and crises in order to attract tourists.

International Marketing-Richard Fletcher 2014 International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with
comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Asia's Star Brands—Paul Temporal 2012-11-28 ASIA'S STAR BRANDS Asian brands have come of age, and no longer can be seen as "also rans" to their Western competitors. The problem is, very little has been known about them. Paul Temporal's book fills this gap, with a series of practical 'brand biographies' which chart both the growing pains and the growth potential of the new contenders from the East. It's vital reading for anyone committed to doing business in Asia. - Miles Young, Chairman, Ogilvy & Mather, Asia Pacific China and Japan, as well as India and the Emirates, suggest remarkable achievements by local companies in the field of branding and brands. Such a revolution shall impact not only the regional markets but also the world economy and non-Asian firms. Paul Temporal's book provides spectacular business cases and broader key lessons. It should become a major reference for any practitioner and scholar, whether Asian or not. I rank it in my short list of relevant texts about competition and success in the coming years. - Professor Jean-Claude Thoenig, INSEAD A well-managed brand is the lifeline of any successful company. This helpful book explains how Asian companies have built their brands to create sustainable competitive advantage. Using up-to-date Asian case studies, it will help readers have a better understanding of the creation, management and evolution of brands. - Professor John Quelch, Harvard Business School It is often said that the 21st Century is Asia's. It is very encouraging to see many Asian brands succeeding, as wonderfully showcased by Paul Temporal, both regionally and globally. Branding is investment for the future.

Digital Marketing For Dummies—Ryan Deiss 2020-08-25 Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your
marketing process up to date. In this book, you’ll discover how digital tools can expand your brand’s reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You’ll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness Determine the best-fit online markets for your unique brand Access downloadable tools to put ideas into action Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

Perspectives in Fruits Marketing in Asia- 1985
Beyond Market-Driven Development-Costas Lapavitsas 2007-04-11 Because their economies were regulated, their financial systems ‘repressed’ and their states interventionist, for many years the countries of East Asia challenged the Washington consensus, offering an alternative development paradigm. However, in the 1990’s, Asian capitalism was disrupted following Japan’s stagnation and the financial crisis of 1997-98. Treading the unexplored theoretical terrain created by the simultaneous decline of the Washington Consensus and Asian developmentalism, this revealing book analyzes the comparative political economy of East Asia and Latin America. Divided into four key sections, it covers: Theoretical Framework Results of Globalization Converging and Diverging of Paths of Economic Development Finance and Regionalism. Through the juxtaposition of countries in East Asia and Latin America, leading academics analyze the impact of government intervention,
institutional malfunction, social transformation and financial change as well as conflict and power on economic development. This book will prove to be invaluable to students and academics of development economics.

Management Practices in Asia-Christiane Prange 2019-08-20 Asia is a continent of contradictions and boundaries; it offers exciting business opportunities, but is also characterized by unpredictability and conflict. While flexibility and creativity are in the DNA of many startups in China, major players like Xiaomi and Alibaba have also emerged as global giants, challenging established global competitors. The authors of this book show that these companies are crossing various boundaries – between cultures, mindsets, and perspectives. At the same time, Western companies entering Asian markets face challenges that are very different from those on their home turf. This book addresses the needs of current and future managers doing business in Asia, who need to understand the individual, social and business challenges that can arise from crossing boundaries. The respective case studies provide essential insights on how several Asian companies have made impressive strides towards becoming established players; how the revival of local brands and growing pride in local products has become a major challenge for global competition; how the need to actively practice corporate social responsibility in Asian markets is currently challenging many companies; and how the need for individual and team coaching among the members of management to support a company’s development has grown tremendously, calling for new solutions.

International Marketing: An Asia-Pacific Perspective-Richard Fletcher 2013-08-28 International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond.
It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Doing Business in Asia-Gabriele Suder 2020-10-12 From the author of Doing Business in Europe (SAGE, 2018), Gabriele Suder has teamed up with Sumati Varma based in India, and Terence Tsai from China to bring this comprehensive solution for Asian business teaching and learning. The book offers a highly productive mix of international business and marketing theory, and is packed with pedagogical tools to engage and develop understanding, including two full-length corporate case studies per chapter. This is a unique volume covering the most relevant topics of Asia-focused business and management practice spanning from cross-cultural management to supply chain resilience to market entry and expansion strategy, and much more. Specifically designed to meet the needs of Postgraduate, MBA and those taking part in Executive Education programmes, this exciting learning experience will prepare Asia's leaders of the future.

Emerging Trends and Innovation in Sports Marketing and Management in Asia-Leng, Ho Keat 2015-01-31 Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies
to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.

International Marketing-Richard Fletcher 2016-10-07 Global thinking, local relevance! International Marketing is a ground-up Australian text which has a unique and relevant perspective on the subject: looking through the lens of Australian and New Zealand export firms working with international partners as well as Asian businesses looking into Australia. By keeping local business students and their future careers in mind, Fletcher and Crawford make it easier to identify with and apply the concepts. The text takes a practical approach which clearly outlines the links between three different stages of marketing: connecting analysis with planning, planning with strategy and strategy with implementation. Each chapter analyses a range of firms operating in ever-changing international markets, including small and medium scale enterprises (SMEs) and local subsidiaries of multinational enterprises (MNEs). The new 7th edition has been comprehensively updated and features a remarkable range of new, in-depth case studies, industry highlights and diverse business examples that bring the subject to life.

Marketing Insights for the Asia Pacific-Siew Meng Leong 1996 Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region. This volume incorporates a variety of unique features, including: · a collection of 25 articles from various magazines and journals · a selection of readings relating to topics of vital interest to marketers in asia · references to a broad
range of marketing situations -- consumer, industrial, and service markets A useful complement to users of Marketing Management:-- An Asian Perspective, by Philip Kotler, Swee Hoon Ang, and Chin Tiong Tan, Marketing Insights For The Asia Pacific includes the source articles that deal with the marketing concepts and applications introduced in the text. only student marketing book specifically covering the Asia Pacific region published in conjunction with Asia Pacific Marketing Federation Branding in Asia-Paul Temporal 2000-02-10 "Paul Temporal shows how the fundamental principles of brand building are transferable to the Asian environment. A diverse collection of Asian caselets should convince us that the 21st century will see the emergence of more Asian regional and global megabrands." Professor John A Quelch Dean London Business School "Branding in Asia addresses an unusual situation in Asia - how is it that a region which has such high brand appreciation, produces few international brands of its own? The author's analysis of actual case studies, ranging from powerful global brands to local companies, illustrates his points clearly. This, coupled with a sensitive understanding of the cultural differences in the region makes it an excellent reference for everyone working with brands." Felix Herrnberger President BMW Asia Pte Ltd "Paul Temporal succinctly dissects the often mystical qualities that make up a successful brand. Too often Western insights, models and case studies are applied arbitrarily across the globe, it is so refreshing to see branding tackled from a purely Asian perspective. An invaluable reference book and eminently readable, the step-by-step style and volume of relevant cases and examples makes this a must have for any manager in Asia looking to embark on creating his own regional or global brand." Ray Dempsey Area manager McCann-Erickson South East Asia Services Marketing-Christopher H. Lovelock 1996 Combining conceptual rigor with real-world and practical applications, this combination text/reader/casebook explores both concepts and techniques
of marketing for a broad range of service categories and industries.

Spare Room Tycoon - James Chan 2000

In this companion for anyone already living an independent life and for those who aspire to be doing so, Chan draws on his own experience of nearly two decades and on the personal stories of dozens of other trailblazers to show how to take control of your life as well as your business. The stories of these workplace pioneers recount surprising and fundamental discoveries of how to start, succeed, sustain - and enjoy - independence. All these voices of experience offer valuable perspectives to anyone faced with the pressures and uncertainties of creating an independent career. Chan also provides SPARE, an original framework for tough-minded introspection. Spare Room Tycoon offers a behind-the-scenes look that shows what it's really like, revealing how others deploy their talents, keep their sanity, and swim and prosper in the stormy seas of self-employment.

Building Brands in Asia - Tim Andrews 2017-05-18

In a global business environment characterized by volatility and change, the formation of enduring relationships with consumers is paramount, but also notoriously difficult. Developing a unique brand personality is increasingly recognized as a key method to achieving the goal of customer loyalty. Focusing on the creation, development and management of brands in the world’s most dynamic, diverse and challenging business environment, Building Brands in Asia challenges the assumption that the continuing success of global brands in Asia is a given. The first part examines the challenge multinational corporations face in balancing brand consistency with local effectiveness. In the second part, attention shifts to Asian company brands, where the focus on branding has been relatively muted until now. Through a variety of sector and country contexts - from facilities management to football clubs, places to pop bands, home appliances to home weaving - we narrate simply and clearly the value, meaning, auditing,
aligning, extending and architecture of brands from the likes of Haier, Ah Yee Taung, Axis Bank, OCS, Caltex, Manchester United and Thai Airways in markets as diverse as Japan, Laos, Korea and Singapore. Replete with anecdotes, interviews and case studies, Andrews and Chew provide an insightful, detailed and timely examination for all those interested in today’s primary corporate preoccupation set in the world’s most exciting marketplace.

Arts Marketing in Asia-Yu-Chien Chang 2018

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