

## Applied Strategic Marketing Jooste

This volume offers recent developments in pragmatics and adjacent territories of investigation, including important new concepts such as the pragmatic act and the pragme, and combines developments in neighboring disciplines in an integrative holistic pragmatic approach. The young science of pragmatics has, from its inception, differentiated itself from neighboring fields in the humanities, especially the disciplines dealing with language and those focusing on the social and anthropological aspects of human behavior, by focusing on the language user in his or her social environment. This collection of papers continues that emphasis on language use, and pragmatic acts in their context. The editors and contributors share a perspective that essentially considers language as a system for communication and wants to look at language from a societal perspective, and accept the view that acts of interpretation are essentially embedded in culture. In an interdisciplinary approach, some authors explore connections with social theory, in particular sociology or socio-linguistics, some offer a political stance (critical discourse analysis), others explore connections with philosophy and philosophy of language, and several papers address problems in theoretical pragmatics.

Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent customer service. Attending to the “4 Ps” of marketing, the guidebook addresses the ways in which a marketer can make decisions with the customer’s perspective as the priority. With strategies both for one-to-one marketing and for mass customization, this critical handbook offers information for today’s ever-adapting business environment.

What does it really take to succeed in business today? In A New Brand World, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.

Dealing with event management in developing countries, specifically South Africa, this textbook confronts the specific challenges of creating well-run events in places where world-class catering and party supplies are not as readily available as in developed nations. Complete with advice about all aspects of managing an event, the second edition incorporates additional graphs, tables, and photographs, as well as new material about the legal aspects of event planning.

Customer Behaviour

Agrekon

Handbook of Research on Applied AI for International Business and Marketing Applications

Real World Learning and Innovation across the Curriculum

A Global Perspective

An Essential Guide for the Whole Branding Team

***The Internationalize higher education has seen the focus shift in recent years towards its defining element, the curriculum. As the point of connection between broader institutional strategies and the student experience, the curriculum plays a key role in the success or failure of the internationalization agenda. Yet despite much debate, the role and power of curriculum internationalization is often unappreciated. This has meant that critical questions, including what it means and how it can be achieved in different disciplines, have not been consistently or strategically addressed. This volume breaks new ground in connecting theory and practice in internationalizing the curriculum in different disciplinary and institutional contexts. An extensive literature review, case studies and action research projects provide valuable insights into the concept of internationalization of the curriculum. Best practice in curriculum design, teaching and learning in higher education are applied specifically to the process of internationalizing the curriculum. Examples from different disciplines and a range of practical resources and ideas are provided. Topics covered include: why internationalize the curriculum?; designing internationalized learning outcomes; using student diversity to internationalize the curriculum; blockers and enablers to internationalization of the curriculum; assessment in an internationalized curriculum; connecting internationalization of the curriculum with institutional goals and student learning. Internationalizing the Curriculum provides invaluable guidance to university managers, academic staff, professional development lecturers and support staff as well as students and scholars interested in advancing theory and practice in this important area.***

***Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them.***

***Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships - except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.***

***In this McKinsey Award-winning article, first published in May 1989, Gary Hamel and C.K. Prahalad explain that Western companies have wasted too much time and energy replicating the cost and quality advantages their global competitors already experience. Canon and other world-class competitors have taken a different approach to strategy: one of strategic intent. They begin with a goal that exceeds the company's present grasp and existing resources: "Beat Xerox"; "encircle Caterpillar." Then they rally the organization to close the gap by setting challenges that focus employees' efforts in the near to medium term: "Build a personal copier to sell for \$1,000"; "cut product development time by 75%." Year after year, they emphasize competitive innovation—building a portfolio of competitive advantages; searching markets for "loose bricks" that rivals have left undefended; changing the terms of competitive engagement to avoid playing by the leader's rules. The result is a global leadership position and an approach to competition that has reduced larger, stronger Western rivals to playing an endless game of catch-up.***

***A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity***

***A South African Perspective***

***Data, Digitalization, and Governance***

***The 3rd Multidisciplinary Academic Conference in Prague Economics, Management, Marketing and Tourism MAC-EMMT 2014***

***Product-Led Growth***

***How to Build a Product That Sells Itself***

***Relationship Marketing and Customer Relationship Management***

This book takes a fresh look at marketing and covers relevant and topical issues in the marketing world. This book not only covers the fundamental marketing issues but also focuses on emerging issues such as leadership in marketing, marketing metrics and the contribution to ROI, customer value and retention as prime strategies and marketing in developing countries. The book has been developed for South African students with a South African frame of reference. The well-designed text with ample examples and case studies will enable the students to understand and identify with this book.

"Product-Led Growth is about helping your customers experience the ongoing value your product provides. It is a critical step in successful product design and this book shows you how it's done." - Nir Eyal, Wall Street Journal Bestselling Author of "Hooked"

Interpartner Dynamics in Strategic Alliances is a volume in the book series Research in Strategic Alliances that will focus on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances. In particular, the books in the series will cover new views of interdisciplinary theoretical frameworks and models, significant practical problems of alliance organization and management, and emerging areas of inquiry. The series will also include comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with wide relevance of strategic alliances. Through the ongoing release of focused topical titles, this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances. Interpartner Dynamics in Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research. The 13 chapters in this volume cover a number of significant topics that speak to the critical issues in the interactions between partner firms in strategic alliances. The chapter topics cover both the broader issues, such as relational mechanisms in alliances, role of interpersonal networks, parental control of joint ventures, conflict management, interpartner diversity, and multilevel embeddedness in multilateral alliances, and the more focused problems of alliance competence, roles of third parties, accounting for partner trust, relationship quality in construction alliances, and how natural resources may impact alliance formation. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on interpartner dynamics in strategic alliances.

Important marketing and industrial psychology concepts are applied to southern African business scenarios in this overview of consumer behavior. Case studies, applications, and research findings illustrate market characteristics of consumer movitation, attitudes, and loyalty. Information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family-based decision making, organizational buying behavior, and relationship-based buying.

A Contemporary Approach

Principles of Marketing

An Entrepreneurial and Managerial Approach

A New Brand World

Global Projects

Extended Edition

This book assesses the institutional, technical and market constraints as well as opportunities for smallholders, notably, emerging farmers in disadvantaged areas such as the former homelands of South Africa. Emerging farmers are previously disadvantaged black people who started or will start their business with the support of special government programs. Public support programs have been developed as part of the Black Economic Empowerment strategy of the South African government. These programs aim to improve the performance of emerging farmers. This requires, first and foremost, upgrading the emerging farmers skills by providing access to knowledge about agricultural and entrepreneurial practices. To become or to remain good farmers they also need access to suitable agricultural land and sufficient water for irrigation and for feeding their cattle. Finally, for emerging farmers to be engaged in viable farming operations, various factors need to be in place such as marketing and service institutions to give credit for agricultural inputs and investments; input markets for farm machinery, farm implements, fertilizers and quality seeds; and accessible output markets for their end products. This book develops a policy framework and potential institutional responses to unlock the relevant markets for smallholders.

Competitive strategies and higher education–industry collaboration policies are playing an important role in fostering the reputation and international rankings of higher education institutions. The positive impact of these policies may best be observed in economic and social outputs of many countries such as the USA, Singapore, South Korea, EU countries, and Turkey. However, the number of academic publications that specifically concentrate on the impact of these policies on higher education institutions and authorities remains relatively limited. Digital Transformation and Internationalization Strategies in Organizations covers a wide range of issues and topics, including employment systems, quality management systems, international ranking systems in higher education, education and language policies in higher education, and business models employed in techno-parks. This book helps higher education institutions manage their manpower and become cognizant of the factors that may exert a drastic impact on their success. It is ideal for managers, executives, IT consultants, researchers, practitioners, academics, professors, and undergraduate and postgraduate students.

As the world’s population continues to grow, there is an ever increasing need for huge investment in basic infrastructure: water and sewage, energy production and distribution, transportation and telecommunication. At the same time, infrastructure systems in developed countries are deteriorating and in need of renewal. Today, many of the engineering and economic problems surrounding infrastructure construction projects have been solved, but the threat of social misalignments and political conflicts renders the development and management of such projects more challenging than ever before. This book presents a new theoretical framework that allows us to analyze the institutional and social movement processes, both negative and positive, that surround global infrastructure projects as they confront cross-national and cross-sectoral (such as private-public partnerships) institutional differences. The value of this framework is illustrated through a series of studies on a wide range of infrastructure projects, including roads, railroads, ports, airports, water supply and energy pipelines.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

New Tourism Ventures

Essentials of Marketing

A Southern African Perspective

Event Management

Europe and Central Asia Economic Update, Spring 2021

Business Management

Cardiovascular disease (CVD), once thought to be confined primarily to industrialized nations, has emerged as a major health threat in developing countries. Cardiovascular disease now accounts for nearly 30 percent of deaths in low and middle income countries each year, and is accompanied by significant economic repercussions. Yet most governments, global health institutions, and development agencies have largely overlooked CVD as they have invested in health in developing countries. Recognizing the gap between the compelling evidence of the global CVD burden and the investment needed to prevent and control CVD, the National Heart, Lung, and Blood Institute (NHLBI) turned to the IOM for advice on how to catalyze change. In this report, the IOM recommends that the NHLBI, development agencies, nongovernmental organizations, and governments work toward two essential goals: creating environments that promote heart healthy lifestyle choices and help reduce the risk of chronic diseases, and building public health infrastructure and health systems with the capacity to implement programs that will effectively detect and reduce risk and manage CVD. To meet these goals, the IOM recommends several steps, including improving cooperation and collaboration; implementing effective and feasible strategies; and informing efforts through research and health surveillance. Without better efforts to promote cardiovascular health, global health as a whole will be undermined.

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

This open access book critiques real world learning across both the curriculum and extracurricular activities. Drawing on disciplines as diverse as business, health, fashion, sociology and geography, the editors and authors employ a cross-disciplinary approach to examine how this concept is being applied in higher education. Divided into three parts, the authors and contributors analyse broader applications of real world learning, student experience of practicing in a real world setting, and how learning strategies can be employed to engage students in real world learning. The editors and contributors provide up-to-date, cross-disciplinary and international insights into how real world learning could be integrated into the higher education curriculum to support effective, relevant and life-long learning for 21st century students.

Governments play a critical role in the economies of Europe and Central Asia, where government expenditures are close to 40 percent of gross domestic product and the public sector accounts for nearly 27 percent of total employment, which is almost twice the global average. The public sector often attracts some of the best educated workers in the region. And support for a larger public sector is increasing due to aging populations and their growing health care and long-term care needs, rising inequality and greater support for redistribution, and increasing expenditures as governments address the challenges posed by the COVID-19 crisis. The significant role that government plays underscores the importance of the quality of governance in determining productivity and growth and effectively responding to the region’s economic and social challenges. Digital technology and the data revolution offer the potential to increase efficiency, transparency, responsiveness, and citizen trust, directly impacting the quality of government. Across the world, the quality of government is increasingly informed by the extent to which governments harness digital tools and GovTech to optimize management, service delivery, and overall state capacity. Technology and data are also key for fostering collaboration between governments and civil society to improve public sector efficiency and service delivery. The COVID-19 pandemic has highlighted the costs associated with delaying digitalization and GovTech implementation and the opportunities that lie in public sector modernization.

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Fresh Perspectives: Marketing

Improving the Quality of Life for Individuals and Communities

Essentials of Health Care Marketing

Pragmatics and Theories of Language Use

Strategic Intent

***Innovative and up-to-date marketing strategies are presented in rich detail in this new edition of a successful text. The finer points of consumer behavior, product placement, and integrated marketing are discussed and illustrated with examples drawn on practical workplace experience.***

***Applied strategic marketing 5 edition discusses the strategic role of marketing management in organisations. The focus is on how managers choose and manage the markets they serve, how they handle competition and what strategies they devise in order to build brand value and customer relationships in the dynamic marketing environment of present-day South Africa***

***Christo Wiese - once the owner of a diamond mine, a wine farm and the most expensive house in Cape Town. Former chairman of South Africa's largest retailer, director of the Reserve Bank and the richest man in the country. Over the course of 50 years these calculated risks paid off, making him one of the most successful businessmen of his generation - until he encountered the furniture group Steinhoff, and things went awry.***

***The world is in a constant state of flux, and this influences the operations of every business and organisation. Business Management: A Contemporary Approach deals with these changes by covering the functions of a business or an organisation and then addressing the contemporary issues that affect them. These issues include globalisation, corporate entrepreneurship and citizenship, credit, diversity and HIV/AIDS. Every student of business and business manager needs to understand the importance of these issues and their influence on the operations of a business. Business Management: A Contemporary Approach also highlights the interdependency between the various business functions. This interdependency is very important for a business or organisation to operate as a whole.***

***Designing Brand Identity***

***Applied Strategic Marketing***

***Arts and Cultural Leadership in Asia***

***Digital Transformation and Internationalization Strategies in Organizations***

***Transformational Leadership in Nursing***

***Business to Business Marketing Management***

2011 AJN Book of the Year Winner in Leadership and Management! The ultimate goal for Doctor of Nursing Practice (DNP) leaders is to develop skills that will support their ability to lead effectively through complex challenges-such as working within the constraints of tight budgets, initiating health care policy change to eliminate health disparities, and improving health care outcomes at all levels of care. This text is an invaluable instructional guide for nursing graduate students who are developing the skills needed to fulfill this new and emerging role of clinical leadership. With this book, nurses can develop leadership skills that will ultimately transform health care practice by incorporating innovative professional models of care. It provides critical information and practical tools to enhance leadership, drawing from the works of experts in business and health care leadership. This book is an important resource for DNP students, nurse practitioners, and current clinical leaders dealing with the challenges of health care for the next generation. Key topics: Cultivating the characteristics of a transformational leader: charisma, innovation, inspiration, intellect, and more Developing the role of the DNP within complex organizational systems Incorporating new care delivery, practice, and management models through leadership Navigating power, politics, and policy: building the team, understanding economics and finance, and more

Co-published with AIEA International higher education has evolved, in some respects dramatically, in the decade since publication of the first edition of this handbook. The new issues, trends, practices and priorities of research that evolved over this time have in some instances been transformed by one of the most dynamic and tumultuous periods in the history of international higher education, brought on by the pandemic, a re-emergence of nationalism, and the recognition of the power imbalances between the developed economies and the global south, and racial inequities within and across borders. This new edition addresses the myriad changes across all aspects of international education, each chapter addressing to the extent possible the reality of the present in which they were written and offering some insights for the future. While updating a number of chapters from the first edition, it also includes a preponderance of new chapters written by contributors representing wider and more diverse backgrounds. In keeping with the first edition, the overall message is that the internationalization of higher education has a vital role to play in a world that is more interconnected than ever before. Recognizing changing economic, geopolitical, climatic, and public health issues, as well as the importance of international and cross-cultural collaboration to address global problems, this handbook offers a comprehensive range of models, data and ideas to stimulate new directions in the conception and practice of international education. This edition reflects today’s concerns around inclusion, diversity and equity, and how international education is being changed by issues such as decolonization, the focus on learning outcomes, the impact of digital tools to enhance access and learning and collaboration such a virtual exchange, competition for resources, risk, new patterns of mobility, and new models such as joint programs and qualifications. As with the first edition, the chapters often intentionally pair scholars and practitioners from different parts of the world, and include text boxes that highlight concrete institutional, national, or regional experiences, providing diverse voices and perspectives from around the world. This comprehensive new edition provides ideas, concepts, theories and practical ideas from around the world for those seeking to enhance the quality of the three core functions of higher education: teaching, research and service to society. It constitutes an essential resource for everyone involved in the delivery of international education and in determining its future direction. Summary of Contents Maintaining a similar structure of the first edition, this revised Handbook is comprised of four sections. The first section includes five chapters that address national, regional and international frameworks and contexts. The second addresses key aspects of internationalization at the strategy level, covering leadership, institutional strategies, outcomes assessment, resources and financing, risk management, and institutional linkages and partnerships. The third describes core functions of internationalization, addressing intercultural competence development, the internationalization of the curriculum, teaching and learning, virtual exchange, international perspectives on the work of student affairs professionals, student engagement, engaging staff and faculty, the internationalization of research and finally, and a chapter on serving communities.

This comprehensive management manual brings together a holistic philosophy of health care, an overview of good business practices, and guidelines for compliance to national and international hospital accreditation standards. Chapters cover conceptual frameworks for health service delivery, strategic planning, good governance, financial management, human resource management, and continuous quality improvement. The philosophy of Ubuntu, the African notion that everyone in a community is responsible for the welfare of its members, is also discussed as a necessary consideration in all health care decisions.

CONTENTS 1. Evaluation of Municipal Managers' Roles in Strategic Implementation: A Study of Matatiele Municipality in South Africa by Samuel M. Lehanya et al. 2. Nexus of Trafficking and Migration Issues by Siddhartha Sarkar 3. Perceptions of Senior Staff on Empowerment Strategies in a Tertiary Institution in Ghana by Rosemond Boohene et al 4. Western Cinema and the Work of Empire: Turning the Spotlight on the Orient by Wincharles Coker 5. Babyfacedness: Sometimes a Plus Sometimes a Minus for Male Attractiveness Ratings by Don R. Osborn

Marketing Management

Promoting Cardiovascular Health in the Developing World

From Expert Clinician to Influential Leader

Internationalizing the Curriculum

A Critical Challenge to Achieve Global Health

Applied Pedagogies for Higher Education

***The healthcare industry continues to undergo enormous changes with new laws and policies, fresh innovations, and an increasingly educated health consumer. As such, healthcare administrators must be prepared to shift their strategies in order to meet the demands of this dynamic market. Essentials of Health Care Marketing, Third Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.***

***?This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand individual’s risky behaviors, and how to improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life.***

***Proceedings of the scientific conference on economics, management, marketing and transportation.***

***An entrepreneurial and managerial approach. Continual increases in wealth and leisure time have given a sharp rise to tourism, which resulted in the rapid development of tourism - related ventures such as hotels, bed and breakfast accommodation, travel agencies, restaurants, - theme parks, event companies, resorts, tourist guides and tour operators, to mention a few. "New Tourism Ventures: An Entrepreneurial and Managerial Approach" provides a definitive grounding of how to create and manage such tourism ventures. It takes an entrepreneurial and managerial approach to the subject, underpinning the various concepts associated with entrepreneurship and demonstrating the linkages of the subject with the tourism economy within the context of international best practice research.***

***Eight Principles for Achieving Brand Leadership in the Twenty-First Century***

***Social Marketing for Public Health***

***Risk and Riches***

***A Professional and Developmental Approach***

***Global Trends and Success Stories***

***Interpartner Dynamics in Strategic Alliances***

***Arts and cultural activity in Asia is increasingly seen as important internationally, and Asia's growing prosperity is enabling the full range of artistic activities to be better encouraged, supported and managed. At the same time, cultural frameworks and contexts vary hugely across Asia, and it is not appropriate to apply Western theories and models of leadership and management. This book presents a range of case studies of arts and cultural leadership across a large number of Asian countries. Besides examining different cultural frameworks and contexts, the book considers different cultural approaches to leadership, discusses external challenges and entrepreneurialism,***

***and explores how politics can have a profound impact. Throughout the book covers different art forms, and different sorts of arts and cultural organisations.***

***Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV/AIDS prevention.***

***Focusing on the environment, market research, buyer behavior, cyber-marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.***

***The Handbook of International Higher Education***

***International Journal of Cross-Cultural Studies***

***Health Care Service Management***

***Innovations in Social Marketing and Public Health Communication***

***Unlocking markets to smallholders***

***Proceedings of MAC-EMMT 2014***