

Cases In Marketing Management The Ivey Casebook Series

Renault, Samsung, Lacoste This book provides opportunities to discover a selection of issues recently faced by 10 major French companies. Each case offers in a clear and structured manner: a case presentation sheet including the problem statement, learning objectives, as well as the main themes and marketing tools used throughout the case; a narrative reviewing important information about the company and its environment, leading to the problem to be investigated; a series of questions guiding the draft of a structured solution; a detailed solution outlining the main strategic recommendations. Based on real issues and written in collaboration with the companies, the 10 fi eld-based case studies allow applying marketing principles, theories and models: segmentation, positioning, marketing plan, as well as designing strategies at the product, price, place and promotion levels. Learning by doing, applied to marketing!"

Latin America and the Caribbean are often placed in the same geographical and economic grouping. However, too little is known in either region about the other's business cultures and marketplaces. Marketing in Latin America and the Caribbean is a casebook that analyses the marketing histories, challenges, strategies and vision of small, medium and large indigenous businesses from South America, Central America, Mexico and the Caribbean. The book is divided into three core sections: Marketing Tactics, including product development, pricing and digital marketing; Marketing Strategy, which considers brand development, targeting and positioning, and competitive advantage; and, Global and Regional Marketing, considering strategic alliances, global expansion and supply chain management. The work also captures the competitive strategies used by indigenous firms to drive regional and global expansion in the face of sometimes turbulent marketing environments: several of the cases in the book encourage student readers to assess the impact of the COVID-19 pandemic on the strategies and futures of Latin American and Caribbean firms. Filling a gap in the literature by focusing on this understudied region and its indigenous firms, this text is essential and recommended reading for advanced undergraduate and postgraduate students studying International Marketing, Marketing Management and Strategy. It will also be of use to academic faculty seeking classroom material that captures authentic Latin American and Caribbean marketing realities. The work is supplemented by detailed Teaching Notes for each chapter, available online for instructors. With fascinating cases and a rare insight into the business practices of the Middle East, this book discusses the limitations, challenges-and opportunities-Western companies can expect to encounter when marketing in middle eastern countries. Discussion of reasons for Western multinationals' avoidance of marketing in the Middle East educates readers in the obstacles that have prevented Western marketers from seeking markets in this part of the world. Examination of political and cultural fragmentation in the Middle East helps readers understand the existing economic differences in the region. The changing political climate in the Middle East is discussed, offering readers promising examples of the region's trend of openness to outsiders. The influence of Islamic principles on marketing and business relations is examined. The position and customs of Muslim women, and their potential as a strong market, is considered. Discussion of the cultural and religious differences that influence how business transactions are handled in this region acquaints readers with the subtle practices and customs of the Muslim culture in business negotiations. An excellent resource for professionals working in this area of the world.

Business-to-Business Marketing Management

Cases in Marketing Management and Strategy

Strategic Marketing Management Cases

Concepts and Cases

Strategic Marketing

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.

Strategic Marketing Management Cases is a versatile collection of approximately 45 cases. This casebook has a decision-making focus and addresses the challenges facing marketing managers today. It is organized to reflect the priorities of a marketing manager: market orientation, growth strategies and target market strategies.

Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Methods and Applications in Marketing Management, Public Policy, and Litigation Support

Consumer Behavior Cases

Marketing Management

Marketing Concepts And Cases

In The Present Environment Of Increasing Global Competition, Marketing Has Emerged As The Key Factor In Any Commercial Enterprise. This Book Explains The Basic Principles, Strategies And Activities Involved In Marketing Management.Starting With The Fundamental Marketing Concepts, The Book Explains The Various Dimensions Of The Entire Marketing Management Process. It Then Discusses The Important Element Of Advertising With Reference To The Relevant Legal Provisions. Marketing Research Is Explained In Detail Along With Research Design And Mis. Analysis And Forecasting Of Consumer Behaviour Is Discussed Next, Followed By An Analysis Of Sales Management.Relevant Case Studies Drawn From The Indian Context Have Been Presented Throughout The Book To Illustrate The Basic Concepts And Strategies. Flow Charts And Diagrams Have Also Been Included For An Easier Grasp Of The Discussion.All These Features Make This Book An Excellent Text For Marketing Management Students. Professionals And Consultants Would Also Find It Very Useful.

This book provides knowledge and skill-building training exercises in managing marketing decisions in business-to-business (B2B) contexts.

"Cases in Advertising Management" offers a wide range of short, medium-length, and longer cases, all designed to illuminate the topics covered in an Advertising Management course. The book can stand alone, or, for instructors who wish to incorporate a combined casebook and textbook approach, it can be adopted alongside any standard text, including Advertising Management by the same authors.The book features actual real-life cases that reflect current trends in the advertising and promotion industry, with a strong emphasis on digital media and integrated marketing communications. A detailed introduction ("How to Analyze a Case Study") is followed by 30 cases, covering a full range of topics for a semester-long course, including financial management, business planning, strategic planning, budgeting, human resource management, and managing change.

Cases in Strategic Marketing Management

Real Situations for Tomorrow's Managers

Cases in Advertising Management

Strategies, Cases and Solutions

Cases in Marketing Management

Cases in Marketing ManagementSAGE Publications

This book is a unique collection of comprehensive cases that explore concepts and issues surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. Strategic Marketing: Concepts and Cases is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management.

Designing strategies for global competition; Global marketing programs; Organizing and controlling global marketing operations; Special issues in global marketing.

Business Strategies in Muslim Countries

Marketing in Latin America and the Caribbean

Handbook of Marketing Analytics

Cases in Advertising and Marketing Management

Cases in Health Care Marketing

Step-by-step guidelines for successful marketing management! Designed for college- and graduate-level marketing students, Marketing Management: Text and Cases is also a valuable resource for anyone trying to market a product or service. This volume integrates understandable marketing concepts and techniques with useful tables, graphs, and exhibits. Three leading experts in marketing management teach you how to market any business. Marketing Management: Text and Cases is divided into two sections to accommodate a wide variety of interests. The first section is an essential textbook that offers a complete overview of marketing management, and describes the steps necessary for successful company-to-customer interaction. Each chapter comes generously enhanced with tables and charts to clearly demonstrate the marketing process from concept to implementation. Marketing Management: Text and Cases also contains fifteen new case studies to challenge the more experienced marketing student as well as produce the beginner to situations where the marketing process can be demonstrated. These cases provide a wide variety of managerial situations for small, medium, and large companies as well as entrepreneurial cases to expose readers to the types of analyses needed for those examples. From the creation of a new waterpark to marketing algae products, these case studies provide backgrounds, histories, trend analyses, and data to reveal the companies' situations and possible solutions.

This book is useful for training courses and valuable to university faculty and students as well as business managers, CEOs, and entrepreneurs. Marketing Management: Text and Cases covers essential managerial elements of marketing, including: an overview of marketing in the new millennium, including basic definitions, global marketing, and electronic marketing customer analysis—segmentation, market grids, and market estimations competitive analysis—types of competition, gathering intelligence, and marketing audits financial analysis—assessing revenue, cost, profitability, and risk for marketing decisions marketing planning—both strategic planning and operational perspectives evaluation and control of marketing activities including sales, cost, and profit

With the development of mobile internet technology, people' s lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what ' s the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and marketing for the next 30 years. Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises. Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.

This collection of over 25 case studies exposes students to a variety of current business scenarios related to marketing and management. This extremely versatile book may be used at a variety of levels and applies to almost any course in marketing and management. These cases are designed for courses at the junior/senior-level in marketing strategy, business unit strategy analysis, strategic market planning, marketing planning, strategic marketing management and advanced marketing. It is also appropriate for graduate-level marketing courses. Prerequisites typically include principles of marketing and at least two other marketing courses; marketing management, if taught at the graduate level.

Global Marketing Management

Marketing Strategy, Text and Cases

Strategic Marketing Management in Asia

Case Studies in Marketing Management

Select Text and Cases in Marketing Management

This is a basic text in International Marketing, a major knowledge area for students of management studies. This book attempts to make learning of the nuances of the subject easy and enjoyable for students. International trade, economic free trade zones, embargoes on exports, and tariff and non-tariff barriers that the companies face overseas form a major part of the book. In addition, the role of international organizations under the guidance of the United Nations has been given its due importance.

Cases in Health Care Marketing features 40 case studies that explore real-world scenarios faced by healthcare marketing executives. Divided into six sections, the book covers issues in Product, Brand & Identity Management; Marketing Communications; Marketing Management; Marketing Strategy & Planning; Environmental Analysis & Competitive Assessment. Useful as a stand-alone text or as a complement to any introductory text on healthcare marketing, Cases in Health Care Marketing challenges to reader to resolve the case through a series of questions at the conclusion of each study. Solutions are provided as part of a package of online instructor materials."

The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise. The book offers an insight into each facet of the marketer's role in relationship to an organization. It highlights the knowledge, the skills and the competencies necessary for marketers to succeed in today's competitive world, and bridges the gap between the theory of marketing and the realities of the high-tech market. This NEW edition includes comprehensive coverage of the funda-mentals of marketing and a discussion on market-focused business strategy. It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom. There is a series of chapter vignettes on contemporary issues in marketing. Chapter-end self-testing material includes a summary, numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing. This book is primarily written for postgraduate students of Business Administration (MBA) for courses in Principles of Marketing/Marketing Management. This book can also be used to advantage by undergraduate students of Business Administration (BBA) for courses in marketing, and by students of engineering where an elective course on Marketing Management is prescribed.

MARKETING MANAGEMENT

Instructor's Manual for Cases in Marketing Management

Marketing : 10 cases studies

Contemporary Case Studies

Cases for Creative Problem Solving

This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth, revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross-functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The core and complex issues are presented in a simplified manner providing students with a stimulating learning experience that enables critical thinking, understanding and future application. Each chapter features a chapter summary, key terms, review and discussion questions and a practice quiz. Throughout the text there are also specific teaching features to provide students and instructors with an enhanced pedagogical experience. These features include: The Manager's Corner: These sections provide real-world examples that instructors may highlight to exemplify theory or as mini-cases for discussion. Marketing in Action: These sections ask students to apply concepts and theories to actual business situations. Web Exercises: These mini sections provide students with real world issues and suggest websites for more information. In addition, the authors provide ancillary lecture notes and Solution/Instructors manual online to aid instructors in their teaching activities. As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. Cases on Consumer-Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

This book is appropriate as a core textbook for Marketing Management in Post Graduate programmes including MBA. The text provides right from the basics in Marketing to Analysis and Application of Strategic Tools in Marketing Management. CORE FEATURESStructure : Six parts with 20 chaptersObjective: Make the readers to understand marketing theory & concepts and prepare them as tomorrow's marketing managers, academics etc.Style: Simple and lucid style to understand theory and concepts with live corporate examples.Focus: As core text book to post graduate students-MBA, M Com, M A, M Tech etc.Delighting Features (Value Addition)v Each part underlies a specific objective.v Each chapter starts with a marketing profile of leading corporate house with web address. This enables the reader to understand what is a corporate house, what are their businesses, what are their marketing and operating philosophies.v Summary of each chapter makes reader to grasp the chapter contents with easy effort.v Each chapter has questions for discussion, preparing the students well for examination.v Each chapter ends with practical exercises for critical analysis and thinking which makes the reader to think critically.v Case Studies lead the reader to improve his/her analytical skills and practical knowledge.

Cases on Consumer-Centric Marketing Management

Past, Present and Future

Strategic Marketing Cases in Emerging Markets

Cases and Readings

Marketing Cases from Emerging Markets

This rich collection of case studies highlights key marketing issues in an international context characterized by diversity of markets, competitors and consumers. Some of the cases require students to synthesize broader strategic issues such as: entering the global market; coping with international competition; managing the globalization process; adapting to rapid change due to worldwide developments; and weighing global standardization against customization. Other cases bring students' analytical skills to bear on issues of a more tactical nature such as: international market and competition; the collection and use of data in market research; evaluating communication effectiveness; and multifactor portfolio analysis. Together they offer a detailed insight into the practicalities of marketing across national borders and cultures.

This popular and comprehensive book focuses on all aspects of planning, coordinating and executing marketing strategy. It explains the main terms and concepts associated with marketing management. Cases have been integrated into the text to provide readers with opportunities to apply what they have learned by solving realistic marketing problems. Most of the cases and examples are global in scope. The new edition also contains completely updated references.

Marketing Science contributes significantly to the development and validation of analytical tools with a wide range of applications in business, public policy and litigation support. The Handbook of Marketing Analytics showcases the analytical methods used in marketing and their high-impact real-life applications. Fourteen chapters provide an overview of specific marketing analytic methods in some technical detail and 22 case studies present thorough examples of the use of each method in marketing management, public policy, and litigation support. All contributing authors are recognized authorities in their area of specialty.

Case studies with solutions

Case Studies and Lessons across Industries

Cases in Marketing Management and Preface Marketing

Mobile Marketing Management

International Marketing Management

Offers forty cases focusing on contemporary problems and realistic situations to help students apply what they have learned in previous advertising courses.

The traditional strengths of this project rest on three main tenets:1. The strong reputations of the authors—they are those rare breed of academic who maintain high profiles from a research standpoint yet have a fierce dedication and talent for what goes on in the classroom.2. The quality and diversity of the cases offered—not everyone can write a good case.3. The first 44 pages of the text that center on orienting the student to the methods and benefits of case oriented education. Specifics include an orientation chapter, a chapter on analyzing cases, a chapter on marketing financial, and a full case example complete with a sample student analysis of that case. The rest of the book is cases only.

For senior year undergraduate Marketing courses, and first year MBA courses in Marketing/International/Asian Business. The book provides a broad-based approach to Asia-Pacific marketing case-studies. Cases include studies on products and services; consumer and business markets; profit and non-profit organizations; Asian firms operating within and outside of the region as well as non-Asian companies operating in Asia; small and large enterprises; manufacturing and trading businesses; and low- and high-technology industries.

A Marketing Management Approach

Cases in Marketing

Case Studies from Successful Practices

An Asia-Pacific Perspective

Text and Cases

This book helps students to develop a critical understanding of the service business scenarios and strategies used in marketing for emerging markets. The case studies presented focus on creating, communicating and delivering customer value to emerging market consumers through various marketing strategies, processes and programs in the context of emerging market dynamics, consumer diversity, and competitors. By illustrating a range of actual business situations, this case book will help students acquire the skills they need to make informed marketing decisions in emerging markets. Further, it provides instructors, students, and practitioners alike a framework for understanding the strategic marketing dynamics at work in these countries.

Despite the fact that experts acknowledge the importance of the emerging markets, there is a dearth of real case studies specially focussed on marketing issues. This case study book addresses that need. It is also important and timely in providing a framework for instructors and researchers (both academic and industry) to understand the dynamics occurring in emerging markets. This book is composed of long and short real cases with varying complexity in different sectors including airlines, hotel, fashion, etc. These will cover issues which are unique to the emerging markets (including the BRIC countries) to understand the dynamics occurring in these countries. With its case studies, collection of questions, and real-life marketing examples, this book offers unique benefits to marketing students and educators across the world. A must-have for every marketing course module.?

This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis. The cases were chosen to help students apply conceptual, strategic thinking to issues in marketing management, as well as provide them with more practical operational ideas and methods. Cases were chosen from around the world, from small and large corporations, and include household names such as Twitter, Best Buy, Ruth's Chris, and Kraft Foods. The majority of the cases are very recent (from 2009 or later). Each chapter begins with an introductory review of the topic area prior to the set of cases, and questions are included after each case to help students to think critically about the material. Cases in Marketing Management is edited by Kenneth E. Clow and Donald Baack, and follows the structure and goals of their textbook Marketing Management: A Customer-Oriented Approach. It can also be used as a stand-alone text, or as a supplement to any other marketing management textbook, for instructors who want to more clearly connect theory and practice to actual cases.