

Nivea Marketing Case Studies With Solutions

Now in its third edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion.

How can marketers navigate the growing array of marketing specialties, multiplying media options and data sources, and increasing content saturation to improve effectiveness and return on investment? How can they provide consumers with seamless experiences of value across channels that overcome behavioral barriers and actually deliver results? In The Activation Imperative, William Rosen and Laurence Minsky provide a straightforward guide for marketers to move beyond building brands to activating them—from simply projecting what a brand is to optimizing what it does—to move people closer to transaction. Drawing on years of research and experience with the world’s most sophisticated brands, Rosen and Minsky share a unifying cross-discipline marketing approach designed to impact critical behaviors and more effectively drive business results. They reveal how today’s more personalized and trackable communications illuminate tremendous diversity in paths-to-purchase and explain how to leverage this data to develop more effective strategies and creative targeted to individual inflection points. With actionable advice and best-in-class examples, Rosen and Minsky offer marketers a road map to manage today’s increasingly fragmented marketing landscape to more effectively and efficiently build brands and business.

This book highlights the various strategies adopted by different companies to successfully maintain an edge over their competitors by achieving high profit and growth rate or a wider market share. A few examples of competitive strategies that are commonly

Dieses Lehrbuch führt in verständlicher, systematischer und knapper Form in die Problemfelder der Marketingplanung ein. Sowohl die Marketingplanung auf der Unternehmens- und Geschäftsfeldebene als auch die Planung des Marketing-Mix werden behandelt. Mit Hilfe von zahlreichen kurzen Fallbeispielen werden wesentliche Aspekte des Inhaltes veranschaulicht. Die Autoren haben in der 7. Auflage alle Kapitel überarbeitet und diverse neue Praxisbeispiele aufgenommen. Bei der Markenführung wurden einige Grundlagen ergänzt.

International Expansion Strategy of NIVEA towards the South Korean Market

A comparison between Instagram, YouTube & TikTok

Market-Oriented Corporate and Business Unit Planning

Handbook of Anthropology in Business

Corporate Brand Design

Marketing Management

Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge and examination needs of BCom (Hons) students of Semester-V as per the CBCS pattern of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing.

"Working as a marketing researcher remains an intellectually stimulating, creative and rewarding career. Marketing research is a huge and growing industry at the forefront of innovation in many sectors of the economy. However, few industries can have been presented with as many challenges and opportunities as those faced by marketing research due to the growing amounts of data generated by modern technology.

Founded upon the enormously successful US edition, and building upon the previous five European editions, the sixth edition of this book seeks to maintain its position as the leading marketing research text, focused on the key challenges facing marketing research in a European context. As with previous editions, this aims to be comprehensive, authoritative and applied. As a result, the book covers all the topics in previous editions while including updates that reflect the changes and challenges that have impacted the marketing research sector since the fifth edition was published. This includes the ever shifting impact of new technologies, the growth of 'insight' and the shifting role of research ethics, for example, through considering the impact of GDPR. This edition has been significantly updated, with new content, updated cases studies and a major focus on the issues and methods generated by new technologies"--

A rare and much needed compilation of some thought-provoking papers in the area of qualitative research in marketing, this book is a must have for anyone pursuing the discipline of marketing research, scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research. Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe. . . . This extremely informative volume spans the full array of qualitative research areas. . . . Highly recommended. S.D. Clark, Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphoric and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi-sited ethnography and research on sensitive topics. Authors include leading scholars and practitioners from North America and Europe. They draw on a wealth of experience using well-established as well as emerging qualitative research methods. The result is a thorough, timely, and useful Handbook that will educate, inspire, and serve as standard reference for marketing academics and practitioners alike.

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

Creating Marketing Magic and Innovative Future Marketing Trends

The Business Models Handbook

Integrating Corporate Strategy, Structure and Culture

Case Studies on Competitive Strategies

Strategic Brand Management

The Activation Imperative

This book takes the unique and innovative approach of linking relationship marketing to the traditional market planning models that are used by most marketers today. As globalisation progresses, the need for creating and maintaining off-line and on-line relationships with the company’s customers, suppliers, stakeholders and personnel has become a key part of the business environment. Now in its fourth edition, this best-selling text bridges the gap between relationship marketing and traditional marketing, integrating this approach with the process of developing effective marketing.

Social media has experienced a steady increase in importance during the past years. This is especially true for the Chinese app TikTok, which is currently one of the fastest-growing social media platforms worldwide. At the same time brands are continuously employing influencers as a marketing tool. But what exactly is the role of the TikTok?

This book compares influencer marketing on TikTok with the already known social media channels Instagram and YouTube, and gives practical advice for businesses on how to effectively use TikTok.

Marketing: A Relationship Perspective is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe. It is a comprehensive, broad-based, and challenging basic marketing text, which describes and analyzes the basic concepts and strategic role of marketing and its practical application.

It integrates the 'new' relationship approach into the traditional process of developing effective marketing plans. The book's structure fits to the marketing planning process of a company. Consequently, the book looks at the marketing management process from the perspective of both relational and transactional approach, suggesting theoretical and practical integrative and situational marketing management approach. Svend Hollensen's and Marc Opresnik's holistic approach covers both principles and practices, is drawn in equal measure from research and application, and is an ideal text for students, researchers, and practitioners alike.

In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major reference work on this field, the Handbook of Anthropology in Business is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. The book provides a practice around the world, chapters demonstrate the vibrant tensions and innovation that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal the dynamic nature of business anthropology, offering a paradigm for understanding anthropology in business for years to come.

Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference

Branding to Generation Y

Social Media Marketing in the Self-Media Era

Best Practice Cases in Branding

How Cool Brands Stay Hot

Data-driven travel marketing

Corporate Brand Design offers a unique and comprehensive exploration of the relationship between companies, their brand design, and their stakeholders. The book begins its approach with a literature review, to provide an overview of current thinking on the subject and establish a theoretical framework. The following sections cover key stages during the corporate brand development process: Brand signature design, its components and impact on brand reputation; website design and how it builds customer perception of the brand; corporate architecture design and the branding of space and place; brand experience design from a sensuality perspective. International case studies from a range of industries feature in each chapter to demonstrate how the theory translates to practice, alongside case questions to cement learning and definitions of the key constructs. By combining academic theory with practical case studies and examples, readers will gain a thorough understanding of the corporate brand design process and how it influences customer identification and loyalty to the brand. The book is a useful resource for advanced undergraduate and postgraduate students of strategic brand management, corporate brand design and visual identity, and marketing communications.

Adopted internationally by business schools, MBA programs, and marketing practitioners, The New Strategic Brand Management is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy. The fifth edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking, with dedicated sections for specific types of brands (luxury, corporate and retail), international examples, and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka. Explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands.

Case Studies on Food Experiences in Marketing, Retail, and Events explores approaches for creating ideal food shopping and consumption experiences, and the challenges food customers face today. With a basis in literature review and theoretical background, the book illustrates specific case studies on food shopping experiences, food consumption experience in restaurants, and food experience and events, as well as insights on the methodological tools adopted throughout. Topics include food and food service design, the creation of customer loyalty through experiences, communication strategies like food promotion and event management, and defining product positioning in a competitive environment. This book is an excellent resource for industry professionals in the food and beverage sectors, including those who work in marketing, communication, hospitality, and management, as well as students studying business management, tourism management, event management, applied marketing, and consumer behavior. Presents the challenges customers face in their away-from-home food shopping Explains how customer food experiences can be created Contains best practice examples of how food companies achieve a competitive advantage by creating memorable customer experiences

Gianfranco Walsh, Alexander Deseniss and Thomas Kilian führen grundlegend und systematisch in die Konzepte, Methoden und Abläufe des Marketing ein und bieten einen kompakten Überblick über das gesamte Stoffgebiet. Jedes Hauptkapitel enthält neben einem kurzen Einführungsfall und diversen Case-Study-Inserts im Lehrtext eine aktuelle und ausführliche Fallstudie, die den Kapitelinhalt anschaulich auf ein Praxisbeispiel anwendet. Auf diese Weise werden konkrete, managementbezogene Phänomene praxisnah beschrieben und problemorientiert analysiert. Neben den klassischen Lehrbuchinhalten enthält das Buch Kapitel zum Konsumentenverhalten und zu spezifischen Marketingbereichen wie Dienstleistungs- und Online-Marketing. Das ebenfalls bei Springer Gabler erschienene „Marketingübungsbuch, 2. Aufl.“ von Walsh et al. 2016 enthält Aufgaben, die auf das Lehrbuch abgestimmt sind. Sie ermöglichen dem Leser, sein Wissen zu prüfen und zu vertiefen. Das Buch richtet sich an Dozierende und Studierende der Betriebswirtschaftslehre sowie Praktiker, die sich vertiefend mit Marketing beschäftigen wollen. Neu in der 3. Auflage: Alle Kapitel wurden überarbeitet und aktualisiert. Insbesondere wurden die dynamischen Entwicklungen der Digitalisierung (Konzepte wie Programmatic Advertising, Influencer Marketing, Sharing Economy und Curated Shopping, Content-Marketing oder Customer-Journey) eingearbeitet. Der überwiegende Teil der Case Studies wurde vollkommen neu verfasst; die übrigen wurden überarbeitet und auf den aktuellen Stand gebracht. Unternehmerische Exzellenz kann nur entwickeln, wer sein Führungshandeln auf State-of-the-Art-Wissen aufbaut. Dieses Buch liefert interessante und zeitgemäße Theorien, Konzepte und Methoden, um Unternehmen nachhaltig an den Anforderungen des Marktes auszurichten. Mit seiner stringenten Verbindung von Theorie und unternehmerischer Praxis bietet es Praktikern, aber auch Studierenden eine intelligente „Roadmap“ zur Entwicklung innovativer Marketingkonzepte. Prof. Dr. Utz Claassen, Honorarprofessor am Institut für Controlling, Gottfried Wilhelm Leibniz Universität Hannover Dieses Buch belegt auf überzeugende Weise, dass Marketing heute strategisch gedacht werden muss und weit mehr umfasst als die vier „Ps“. Es kombiniert zentrale Theorien, Modelle und Konzepte mit intelligenten Case Studies und gibt einen ebenso lehrreichen wie ausgesprochen anwendungsbezogenen Einblick in aktuelle Marketing-Entwicklungen. Empfehlenswert für alle, die Marketing anwenden oder das in Zukunft vorhaben! Prof. Dr. Thorsten Henning-Thurau, Inhaber des Lehrstuhls Marketing & Medien, Westfälische Wilhelms-Universität Münster

Marketing: A Relationship Perspective (Second Edition)

Applied Insight

Creating and Sustaining Brand Equity Long Term

Principles Of Marketing (For Delhi Univ

Case Studies on Food Experiences in Marketing, Retail, and Events

TikTok as a Marketing Channel for Influencer Marketing

How Cool Brands Stay Hot reveals what drives Generation Y, the most marketing savvy and advertising-critical generation, and how you can develop the right brand strategies to reach this group which, at three times the size of Generation X, has a big impact on society and business. Packed with qualitative and quantitative research plus creative ideas on how to position, develop and promote brands to the new consumer generation, it explains the five crucial steps or dimensions on how to stay a cool youngest brand. The first edition of How Cool Brands Stay Hot won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and Expert Marketer's Marketing Book of the Year 2011. This fully updated second edition incorporates additional years of extensive research and includes new case studies and 18 interviews with global brand and marketing executives of successful brands such as Converse, Heineken, Diesel, Coca-Cola, MasterCard, eBay, and the BBC.

The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process. Global marketing therefore reflects the trend of firms selling products and services across many countries. Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. This book offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. It provides a complete and concentrated overview of the total international marketing planning process, along with many new, up-to-date exhibits and cases, which illustrate the theory by showing practical applications. Extensive coverage of hot topics such as globalization, born globals, value creation, value net, celebrity branding, brand piracy, and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking. Brand new case studies focus on globally recognized brands and companies operating in a number of countries, including Build-A-Bear Workshop, Hello Kitty, Ralph Lauren and Sony Music Entertainment. Video cases featuring firms such as Nivea, Reebok, Starbucks, Hasbro and McDonald's accompany every chapter and are available at www.pearsoned.co.uk/hollensen. Real-world examples and exhibits enliven the text and enable the reader to relate to marketing models.

"I don't get the hype either" was Charli D'Amelio's bio on TikTok. She couldn't understand her own success on TikTok, as she saw herself as a normal US American teenage girl. Now Charli is the biggest influencer on TikTok with over 100 million followers. This research focuses on social media marketing on TikTok. The topic is crucial for future marketing approaches, because TikTok offers new and efficient marketing tools and a growing audience. We live in a self-media era. People present themselves on social media platforms like Instagram, Facebook, and YouTube. TikTok has taken the self-media logic to a new level: anyone can go viral on the platform, even without a large follower base. People are becoming self-publishing consumers. I started a self-experiment and created my own TikTok channel. It was a huge success - I managed to go viral with nearly every video. This self-experiment can serve as a guide for both individuals interested in social branding on TikTok and moreover marketers motivated to run a TikTok channel, in order to successfully market products and services.

Highly readable and up-to-date, this casebook provides marketing students with the opportunity to gain valuable experience in case analysis through active participation and discussions. This book is a collection of twelve cases drawn from different sectors like FMCG, automobiles, and petroleum.

Global Marketing

EBOOK: Marketing Management

Templates, Theory and Case Studies

Questions that Sell

Case Studies in Marketing

Business frameworks sit at the heart of every successful business. They add structure and clarity to business problems and can help practitioners overcome the everyday challenges they face. The Business Models Handbook brings together the most helpful and widely used templates and frameworks into a single, invaluable resource. Each chapter focuses on an individual business framework, giving an overview of 50 of the best known frameworks and how it will help an organization grow and be profitable. Each supported by a real-world case study, these include ANSOFF matrix, Price-Quality-Strategy model, Stage-Gate model, Service Profit Chain and many more. Authored by a leading global market researcher with a background working on over 3,000 different research projects, The Business Models Handbook is an invaluable resource for any student or professional. Online resources include lecture slides that align with each chapter.

**Winners - British Book Design Awards 2014 in the category Best Use of Cross Media* Get access to an interactive eBook* when you buy the paperback (Print paperback version only, ISBN 9781446296424) Watch the video walkthrough to find out how your students can make the best use of the interactive resources that come with the new edition! With each print copy of the new 3rd edition, students receive 12 months FREE access to the interactive eBook* giving them the flexibility to learn how, when and where they want. An individualized code on the inside back cover of each book gives access to an online version of the text on Vitalsource Bookshelf® and allows students to access the book from their computer, tablet, or mobile phone and make notes and highlights which will automatically sync wherever they go. Green coffee cups in the margins link students directly to a wealth of online resources. Click on the links below to see or hear an example: Watch videos to get a better understanding of key concepts and provoke in-class discussion Visit websites and templates to help guide students' study A dedicated Pinterest page with wealth of topical real world examples of marketing that students can relate to the study A Podcast series where recent graduates and marketing professionals talk about the day-to-day of marketing and specific marketing concepts For those students always on the go, Marketing an Introduction 3rd edition is also supported by MobileStudy – a responsive revision tool which can be accessed on smartphones or tablets allowing students to revise anytime and anywhere that suits their schedule. New to the 3rd edition: Covers topics such as digital marketing, global marketing and marketing ethics Places emphasis on employability and marketing in the workplace to help students prepare themselves for life after university Fun activities for students to try with classmates or during private study to help consolidate what they have learnt (*interactivity only available through Vitalsource eBook)*

Academic Paper from the year 2021 in the subject Business economics - Market research, grade: 1,3, University of Applied Sciences Aschaffenburg, language: English, abstract: NIVEA is now a global umbrella brand with several products for cleaning and skincare of face and body. Due to its wide product portfolio the following paper is focused on the international expansion of its main product; the plain moisturising cream for face and body, the country in question is South Korea. NIVEA's history as well as the South Korean market and a possible marketing plan are examined closely.

Your product knowledge is extensive. You know its features and benefits inside out. And you are prepared for any question your customer may ask you about it. But the most important questions that need to be asked during a sales meeting are not about the product, but about the customer. If you, the salesperson, fail to ask the right questions--the ones that uncover a customer's real needs--you will never close the deal. Questions that Sell reveals advanced questioning techniques that will help you learn your customer's true needs and as a result allow you to sell your products or services based on value to the customer, rather than price--and increase your success rate as a result. Packed with powerful examples, exercises, and hundreds of sample questions for a wide range of buyer interactions, the revised and updated second edition now includes new material on how to:

- Use questions to qualify prospects (without insulting them)
- Discover hidden customer needs and motivations
- Raise delicate questions
- Overcome stalls
- Identify dead-end opportunities
- Turn social media contacts into active sales leads
- And more!

Your next sale doesn't have to depend on the customer. Success is yours for the asking!

Change Management in Transition Economies

Strategic Marketing

Marketing Research

Multinational Enterprises and Emerging Economies

International Journal of Advertising

A self-experiment on TikTok

The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective, easier and more enjoyable than ever. Today's marketing is about creating customer value and building profitable customer relationships. With even more new Australian and international case studies, engaging real-world examples and up-to-date information, Principles of Marketing shows students how customer value-creating and capturing it-drives every effective marketing strategy. The 6th edition is a thorough revision, reflecting the latest trends in marketing, including new coverage of social media, mobile and other digital technologies. In addition, it covers the rapidly changing nature of customer relationships with both companies and brands, and the tools marketers use to create deeper consumer involvement.

This book investigates the concepts and instruments for managing change in companies striving towards a market orientation in transition economies. The focus is on the identification of factors, which have led to the considerable success of certain corporations, in spite of the very dynamic environment in transition countries since 1989. The analysis considers problems and solutions for all the relevant stakeholder relationships. Although the case study is largely based on Poland, the book also contains research on the economic, political and social context of doing business in Central and Eastern Europe.

Guided by the overarching question "how and why does the emerging economy context matter for business?", this collection brings together key contributions of Klaus Meyer on multinational enterprises (MNEs) competing in, and originating from, emerging economies. The book also explores how outward investment strategies contribute to building internationally competitive MNEs.

"Emoti-Coms" studies the role of emotions in marketing and communicating and offers leaders the knowledge, understanding, and tools to successfully use emotions in their communication to their stakeholders.

Concepts, Theories and Practice of International, Multinational and Global Advertising

Social Media Marketing in BRIC Countries

Principles of Marketing (For Delhi University, Sem.III)

NIVEA. What makes the Brand so successful?

Handbook of Qualitative Research Methods in Marketing

Emoti-Coms

"There is much to commend in this collection of papers to those interested in both globalization per se as well as those interested in economic and social development in South-east Asia." - David N. Ashton, Asia Pacific Business Review The impact of globalisation on social development is a critical issue for both developed and developing countries. In Globalisation and Social Development, leading experts investigate this from the perspective of European, and more specifically, Southeast Asian economies including Thailand, the Philippines and Vietnam.

Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge-and- examination needs of BCom (Hons.) students of Semester-III of the Three-Year Undergraduate Course of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing. KEY FEATURES • Provides exhaustive coverage of all topics in the syllabus • Uses analytical framework to explain complexities of marketing issues • Includes study aids such as Flow Charts, Tables, Boxes, Illustrations and Case Studies • Incorporates Review Questions, University Examination Questions and Projects

Social Media Marketing in BRIC CountriesLIT Verlag Münster

The economic growth and increasing Internet access within the countries of Brazil, Russia, India, and China (BRIC) is opening new opportunities for companies to reach wider audiences. This study examines these opportunities and assesses how global companies are capitalizing on these emerging markets - in particular, the degree to which digital marketing and social CRM through social networks are being used. For the purposes of this analysis, three German brands are examined in detail - BMW, Adidas, and NIVEA. The book shows that the regular interaction with Internet users and the monitoring of social networks can result in companies experiencing an uplift in both public perception and engagement. Another aspect addressed is the cultural variance that needs to be taken into account when planning social media activities. The book concludes that the full potential of social media has yet to be utilized within the BRIC countries, and that there is a unique opportunity to be realized by companies. (Series: Internet Economy / Internetökonomie - Vol. 6)

Indian Business Case Studies Volume VIII

A Marketing Guide to Communicating Through Emotions

The Powerful Process for Discovering What Your Customer Really Wants

The importance of business intelligence for affiliate marketing in the travel industry

European and Southeast Asian Evidence

Integrated Marketing Communication

This volume includes the full proceedings from the 2016 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida, entitled Creating Marketing Magic and Innovative Future Marketing Trends. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices. The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior, marketing strategy, marketing theory, services marketing, advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

It has been decades since many business schools outside India adopted the case study methodology for teaching almost all branches of management studies. This trend has been seen in India, too, where top management institutes have implemented the case study-based methodology as an important pedagogical tool in business education. The major issue in India, however, is a severe shortage of Indian case studies through which business schools can provide industry insights to students. This volume fills that gap. It has twenty Indian cases related to different aspects of business management. The cases cover some of the prominent disciplines of management like marketing, finance, human resource management, strategy management, operations management, accounting, and mergers and acquisitions. These cases best serve the purpose of adoption of 'case methodology' in classroom teaching or online lecture sessions for the faculty and students of business management.

A dynamic business environment, various digital marketing tools and the power of data are main challenges travel companies have to face. Up-to-dateness and flexibility are crucial for increasing competitiveness and surviving in the jungle of travel firms. But how can these challenges be managed? With a holistic view, business intelligence enhances data-driven decision-making, addresses challenges and brings firms to the next level. By combining data technologies with affiliate marketing, this book develops a data-driven concept for enhanced decision-making in affiliate travel marketing.

Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction 87%, University of Exeter (Business School), course: Msc International Management - Brand Communication, language: English, abstract: The brand name NIVEA is familiar to many people from childhood onwards. However, not many people know the actual meaning of the name NIVEA. The name comes from the Latin adjective “niveus/NIVEA/niveum” meaning snow-white. NIVEA was invented in 1911 and celebrates its 100th Anniversary this year. In that time the original blue tin packaging of the cream has changed its appearance (Appendix 1), but the actual formulation has changed very little since its first launch. According to Interbrand (2011a) NIVEA is one of the top 100 best global brands with a brand value of \$3,734m. Additionally, in Reader's Digest Trusted Brands annual consumer survey (2011) NIVEA has been voted the most trusted brand for the last five years in 15 out of 16 European countries (Appendix 2). With a brand awareness of 99% (Appendix 3) in Germany, there can be no doubt that NIVEA is a success story (Gruner and Jahr, 1994 cited in Marketingverein, 1997). The research questions addressed by this essay are how NIVEA became the market leader, and how it has kept increasing its market share over the years to hold that market position successfully. The first part will analyse NIVEA's brand identity and visual identity. The author has decided to concentrate on these brand elements because creation of a strong corporate identity is crucial for companies in gaining a competitive advantage. This is followed by a brief discussion of NIVEA as a mother brand and the management of its umbrella brands. The last part will examine the factors that have made NIVEA's success sustainable over such a long period. Finally, an evaluation will be made of the brand, and a conclusion will summarise the main findings.

Globalisation and Social Development

Eine Einführung auf der Grundlage von Case Studies

Principles of Marketing

Developing and Managing Brand Identity

An Introduction

Creative Strategy from Idea to Implementation

Generation Y (13-29 year olds) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? How Cool Brands Stay Hot reveals what drives Generation Y and how you can reach them. Based on important new research, it provides insights into the consumer psychology and behaviour of 'the Millennials'. It will help you to re-connect with the new generation of consumers by understanding their likes and dislikes, and how you can make your advertising, marketing and branding relevant to them. Full of statistics and case studies including Nokia, Nivea, PlayStation, Coca Cola, Volkswagen, Smirnoff, Red Bull, H&M, and Levi's, How Cool Brands Stay Hot provides you with creative ideas on how to position, develop and promote your brands to the new consumer generation. Twenty-five per cent of this book's net royalties will be donated to the Staying Alive Foundation - a global

HIV/AIDS charity empowering young people. <http://foundation.staying-alive.org>

Lessons from the World's Strongest Brands

Marketing

The New Strategic Brand Management

Advertising Worldwide

Building, Measuring, and Managing Brand Equity

How to Build Brands and Business by Inspiring Action