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athletes to combat dehydration, by broadening what it means to be an 'athlete'. This, in turn, would enable Gatorade to appeal to men over 30 who consumed the sports energy drink in their youth when they were more active.

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Field, in front of a crowd of
15,000 fans.

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Marketing Management: A
Contemporary Perspective

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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

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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.

As a sporting event planner, how do you keep up with the trends of the ticket buying public, sponsorship and merchandising while at the same time attending to the hundreds of management and operational details required to execute the event? A successful sports event requires a planner that can read signals from their market and plan strategically to maintain sponsors and a fill an arena.

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This book on Strategic Management and Business Policy has been designed considering the problem of students in finding out an easily understandable book covering, by and large, all the relate topics. This book presents the fundamental concepts of Strategic Management with current examples and illustrations in simple, lucid and student friendly manner. The book, along with other topics, covers (a) Business Vision, Mission and Objectives (b) Environmental and Internal Analysis (c) Corporate, Business, Functional, Global and e-Business Strategies (d) Strategic Analysis

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and Choice (e) Strategic

Implementation: Issues (f)

Strategic Evaluation and Control

(g) Case Study Methodology

The main feature of this book is a comprehensive coverage of popular analytical frameworks, such as: (i) SWOT Analysis (ii) Porter's Five Forces Model (iii) Ansoff's Product/ Market Grid (iv) Value Chain Analysis (v) BCG Matrix In addition, concepts like core competence, competitive advantage, customer- driven strategy, etc., are elaborated extensively in the book. The book is very useful for the courses, such as MBA, PGDBA, BBA, BBM and other professional programmes at graduate and postgraduate level.

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Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This book introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research, and exploring key theory, best practice and cutting-edge issues, this is also the only book to fully explain how the sponsor can implement successful sponsorship campaigns and achieve their communication objectives. The book covers every important conceptual and functional area of sponsorship in marketing communications, including:

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audiences, strategies and objectives leveraging and activation building sponsorship portfolios measurement and evaluation ambush marketing managing relationships internal audiences public policy and legal issues Every chapter includes case studies, examples and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events

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marketing, arts administration, business communication or marketing management.

This textbook introduces students to the important concepts of global marketing today, and their managerial implications.

Designed to be shorter than many other textbooks, Global Marketing focuses on getting to the point faster. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of

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Localization. Other key features include: Coverage of often overlooked topics, such as the competitive rise of China's state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East Written in a student-

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friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

This book shows how neuromarketing works in practice. It describes how companies can use the methods and insights of neuroscience to make better decisions themselves. It brings together real-world use cases in the area of applied neuroscience, collected from the globally leading consumer neuroscience companies and their clients. The use cases come from a variety of business areas, from advertising research to store design, from

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finding the right name for a brand to designing a compelling website. The book reveals how clients engage in neuromarketing; the business problems they can encounter, and have encountered, solving with this new approach; and the values they generate.

We believe that this book provides an excellent starting point for students to gain a greater appreciation of the range of issues that managers contend with in the business world. Each individual chapter offers valuable insight into a particular topic, yet in the aggregate, the book serves as a compendium for many of the emerging business theories. It is our hope that educators will find

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this book a valued tool as they help their students embrace the theoretical and to develop the applied.

Provides proven, state-of-the-art social marketing strategies and tactics from the Advertising Research Foundation to help companies listen to what customers are saying online about their brand or product and how to participate in the conversation.

NEW! Combined Text & Cases Version Considered by many to be the best textbook on Strategy, Contemporary Strategy Analysis 7th edition builds on the strengths of previous editions by introducing students to the core

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Concepts and principles of

strategy. In this most accessible strategy text, Robert M. Grant combines clarity of exposition with concentration on the fundamentals of value creation and an emphasis on practicality. In this seventh edition, a greater focus on strategy implementation reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. Rob Grant eloquently combines theory with current real world examples and practice using a clearly written, logical and comprehensive style. Contemporary Strategy Analysis 7th edition is suitable for both MBA and advanced

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