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Strategic Brand Management, 3rd Edition - Alexander Chernev
2020-01-31

In *Strategic Brand Management*, Alexander Chernev, professor of marketing at the renowned Kellogg School of Management at Northwestern University, lays out a systematic approach to understanding the key principles of building enduring brands. This book presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include developing a meaningful value proposition, designing brand attributes, developing an impactful brand communication campaign, managing brand portfolios, cobranding, brand repositioning and realignment, managing brand extensions, measuring brand impact, the legal aspects of protecting the brand, and developing a strategic brand management plan. Clear, succinct, and practical, *Strategic Brand Management* is the definitive text on building strong brands.

Brand Management - Tilde Heding 2020-05-10

Brand Management: Mastering Research, Theory and Practice is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the 'quick fixes' of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook, this fully updated third edition brings fresh perspectives on the latest research in, and analysis of, the various approaches to brand management. More than 1,000 academic sources have been carefully divided into a taxonomy with eight schools of thought - offering depth, breadth and precision to one of the most elusive management disciplines of our time. Perfectly marrying theory with practice, this comprehensive text is particularly useful for advanced undergraduate and postgraduate students of brand management, strategy and marketing.

Strategic Marketing for Nonprofit Organizations - Alan R. Andreasen
2003

Reflecting the most recent, relevant information in the field, this best-selling book offers readers a practical foundation for marketing in nonprofit organizations. Its coverage encompasses the entire marketing process, providing valuable insights on strategic evaluations, positioning, market targeting, and more. For managers and future managers of nonprofit organizations, for-profit organizations, and government agencies.

Centered Leadership - Joanna Barsh 2014-03-18

What enables some talented people to rise to the top and live their full ambitions at work and in life, while others stop short? In 2007, Joanna Barsh led a team at McKinsey & Company to answer that very question. In the process, they uncovered what distinguishes leaders who are successful from those who achieve true greatness, developing an approach called Centered Leadership. They drew on research from across the academic fields of leadership, organization behavior, neuroscience, evolutionary psychology and positive psychology. In addition, Barsh interviewed over 160 leaders from many fields - including business, government and the arts - and from many countries. With quantitative research, the team learned that these leaders have mastered practices to find their balance in the midst of chaos and lead from their most resourceful selves, unleashing the potential of others. In 2009, Johanne Lavoie joined to lead development of programs that help executives build these capabilities. Their research and development work continues as more and more leaders experience Centered Leadership. In the business bestseller, *How Remarkable Women Lead*, Barsh described Centered Leadership's five capabilities and the research that underpins it. Here, with colleague Johanne Lavoie, Barsh provides a practical, actionable field guide for implementation. In *Centered Leadership*, Barsh and Lavoie will guide you through the Centered Leadership program.

You'll find the interactive tools, exercises, and practices that have helped the men and women participants in Centered Leadership programs gain the skills, courage and confidence to lead. And, along the way, you'll read inspiring stories of remarkable men and women leaders who demonstrate the power of these skills in action. Those early in their careers will learn how to use these skills to explore their passions and accelerate their professional development. Those forming families will be able to use them to reconcile manage work and life to get the most out of both. And those who have already achieved success will be able use these practices to reach their next leadership horizon. No matter what stage you are currently at in your career, or what level of leadership you aspire to, this book will equip you with the tools to unlock your own Centered Leader and achieve more positive impact at work and outside it.

Actionable Gamification - Yu-kai Chou 2019-12-03

Learn all about implementing a good gamification design into your products, workplace, and lifestyle Key Features Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios Book Description Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learn Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

Breakthrough Marketing Plans - Tim Calkins 2016-04-30

Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching, preparing and presenting their tomes to senior executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized. *Breakthrough Marketing Plans* is an essential tool for people who create marketing plans and people who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.

Essentials of Marketing Research - William G. Zikmund 2000-01-01

Strategic Marketing Management - Alexander Chernev 2009

Strategic Marketing Management (5th edition) offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, the theory advanced in this book is an essential tool

for understanding the logic and the key aspects of the marketing process. For managers and consultants, this book presents a conceptual framework that will help develop an overarching strategy for day-to-day decisions involving product and service design, branding, pricing, promotions, and distribution. For senior executives, the book provides a big-picture approach for developing new marketing campaigns and evaluating the success of ongoing marketing programs.

[The Marketing Plan Handbook, 6th Edition](#) - Alexander Chernev
2020-02-15

The Marketing Plan Handbook presents a streamlined approach to writing succinct and meaningful marketing plans. By offering a comprehensive, step-by-step method for crafting a strategically viable marketing plan, this book provides the relevant information in a concise and straight-to-the-point manner. It outlines the basic principles of writing a marketing plan and presents an overarching framework that encompasses the plan's essential components. A distinct characteristic of this book is its emphasis on marketing as a value-creation process. Because it incorporates the three aspects of value management—managing customer value, managing collaborator value, and managing company value—the marketing plan outlined in this book is relevant not only for business-to-consumer scenarios but for business-to-business scenarios as well. This integration of business-to-consumer and business-to-business planning into a single framework is essential for ensuring success in today's networked marketplace. The marketing plan outlined in this book builds on the view of marketing as a central business discipline that defines the key aspects of a company's business model. This view of marketing is reflected in the book's cross-functional approach to strategic business planning. The Marketing Plan Handbook offers an integrative approach to writing a marketing plan that incorporates the relevant technological, financial, organizational, and operational aspects of the business. This approach leads to a marketing plan that is pertinent not only for marketers but for the entire organization. The Marketing Plan Handbook can benefit managers in all types of organizations. For startups and companies considering bringing new products to the market, this book outlines a process for developing a marketing plan to launch a new offering. For established companies with existing portfolios of products, this book presents a structured approach to developing an action plan to manage their offerings and product lines. Whether it is applied to a small business seeking to formalize the planning process, a startup seeking venture-capital financing, a fast-growth company considering an initial public offering, or a large multinational corporation, the framework outlined in this book can help streamline the marketing planning process and translate it into an actionable strategic document that informs business decisions and helps avoid costly missteps.

Fundamentals of Marketing 2e - Paul Baines 2021-01-12

Based on the bestselling Marketing by Baines, Fill, Rosengren, and Antonetti, Fundamentals of Marketing is the most relevant, concise guide to marketing, combining the most essential theories with a global range of practitioner insights.

Strategic Marketing Management, 9th Edition - Chernev, Alexander
2018-01-01

[The Marketing Plan Handbook, 5th Edition](#) - Alexander Chernev
2018-03-22

The Marketing Plan Handbook can benefit managers in all types of organizations. For startups and companies considering bringing new products to the market, this book outlines a process for developing a marketing plan to launch a new offering. For established companies with existing portfolios of products, this book presents a structured approach to developing an action plan to manage their offerings and product lines. Whether you manage a small business seeking to formalize the planning process, a startup seeking venture-capital financing, a fast-growth company considering an initial public offering, or a large multinational corporation, you can gain competitive advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your actions and helps avoid costly missteps.

Harnessing Omni-Channel Marketing Strategies for Fashion and Luxury Brands - Wilson Ozuem 2019-11-15

This book provides a contemporary theoretical insight into the fashion and luxury industry, addressing potential gray areas within the literature. The authors analyze the luxury and fashion industry using multiple perspectives, allowing for a critical comprehensive overview of the phenomenon across diverse streams. The book provides insight into

fashion and luxury retailing in the context of both online and brick and mortar retailers based on a variety of market scenarios. It deciphers the rationale of customer behavioral and decision making in online and offline luxury and fashion purchasing contexts. It provides an overview of the challenges that the industry faces with the advent of the evolving omni-channel environment. The multiple theoretical and practical nuances of the fashion and luxury industry are presented. In this sense, the book is a fundamental reference point for the students and academics. This book will be of interest to practitioners in the fashion and luxury retailing sectors. Also, many policy makers will find the conceptual and exploratory insight of this book relevant to their organizational and retailing policies. The new knowledge that is produced in this book is a ground breaker in the fashion and luxury literature. It offers insight from both theoretical and practical perspectives from both retailer and customer perspectives.

Marketing Management - Ramaswamy 2009

FONT COLOR= FF0000 Winner of the First Prize of the FIP Awards for Excellence in Book Production 2009/FONT COLOR A Transformational Text on Marketing. . . Presents Marketing in an Altogether New Perspective Today, Marketing needs a

Strategic Marketing Management: Theory and Practice - Alexander Chernev 2019-01-01

Strategic Marketing Management: Theory and Practice offers a systematic overview of the fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings. The theory presented stems from the view of marketing as a value-creation process that is central to any business enterprise. The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities. The information on marketing theory and practice contained in this book is organized into eight major parts. The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value-creation process, the essentials of marketing strategy and tactics as the key components of a company's business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities. Here we focus on three fundamental aspects of a company's marketing strategy: the identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics, viewed as a process of designing, communicating, and delivering value. Part Four describes how companies design their offerings and, specifically, how they develop key aspects of their products, services, brands, prices, and incentives. In Part Five, we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose, purchase, and use a company's offerings. Part Six explores the role of distribution channels in delivering the company's offerings to target customers by examining the value-delivery process both from a manufacturer's and a retailer's point of view. The seventh part of the book focuses on the ways in which companies manage growth. Specifically, we discuss strategies used by companies to gain and defend market position and, in this context, address the issues of pioneering advantage, managing sales growth, and managing product lines. We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers. The final part of this book presents a set of tools that illustrate the practical application of marketing theory. Specifically, Part Eight delineates two workbooks: a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model. This part also contains examples of two marketing

plans—one dealing with the launch of a new offering and the other focused on managing an existing offering.

Digital and Social Media Marketing - Aleksej Heinze 2016-11-18
Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and, having been developed in close collaboration with the Search Engine Marketing Trade Association (SEMATA), it is a reliable source of prevailing industry standards for practitioners at the cutting edge of their trade. Unlike other digital marketing texts, this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world. Equally unique is the book's Digital Business Maturity Model, which offers organisations a clear roadmap for understanding their relative levels of technology adoption. Embracing the true spirit of Digital and Social Media Marketing, the book will be the first of its kind in this field with digital learning materials, case studies and exercises available in a supporting Massive Open Online Course (MOOC). The MOOC will enhance learners' experience and create an interactive international learning community. This book will provide a hands on, accessible and user friendly platform to turn skills and knowledge into strategic advantage. Ideal for postgraduate learners, instructors interested in providing a unique and up-to-date learning experience and for SMEs and practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Marketing Management - Philip Kotler 2021-04-09

This print textbook is available for students to rent for their classes. The Pearson print rental program provides students with affordable access to learning materials, so they come to class ready to succeed. For undergraduate and graduate courses in marketing management. The gold standard for today's marketing management student The world of marketing is changing every day -- and in order for students to have a competitive edge, they need a text that reflects the best and most recent marketing theory and practices. Marketing Management collectively uses a managerial orientation, an analytical approach, a multidisciplinary perspective, universal applications, and balanced coverage to distinguish it from all other marketing management texts out there. Unsurpassed in its breadth, depth, and relevance, the 16th Edition features a streamlined organization of the content, updated material, and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

Retailing - Patrick M. Dunne 2013-01-29

Full-color, completely current, and packed with practical applications, the Eighth Edition of RETAILING puts students on the inside track to success in the fast-moving retail industry. RETAILING is written by a seasoned author team whose expertise informs every page and whose innovative approach has earned this market-leading text endorsement by the National Retailing Federation. While others may focus on lackluster descriptions of retailers and their most mundane tasks, Dunne, Lusch, and Carver bring retailing to life, covering the latest developments in the field and detailing behind-the-scenes stories in a conversational style enlivened by full-color pictures and illustrations. RETAILING emphasizes the impact of technology and the Internet, as well as giving solid coverage to international topics and issues unique to service providers. The text also includes a thorough, integrated study guide with review questions, writing and speaking exercises, cases covering diverse retail operations, a computer spreadsheet case, and more. In addition, Planning Your Own Retail Business exercises focus on problems small business managers and owners face in day-to-day operations, helping students appreciate the financial impact of retail decisions. This engaging, reader-friendly text vividly illustrates how fun, exciting, challenging, and rewarding a career in retailing can be, even while helping students hone their skills and creativity to stay ahead of the competition and navigate an ever-changing economic environment. Available with InfoTrac Student Collections

<http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Marketing Plan - William A. Cohen 2005-12-09

Create winning marketing plans like the pros! Whether you're starting a new business or launching a new product line within a company, you won't be able to succeed without a clear plan that defines your goals and how you will achieve them. Now, best-selling author William Cohen equips you with the knowledge, tools, and techniques you'll need to

develop marketing plans like the pros. The Marketing Plan, 5th Edition presents step-by-step procedures—from scanning your environment and establishing goals and objectives, to developing marketing strategies and tactics, to presenting and implementing your plan, and everything in between. When you complete the book, you will not only know what to do, but also how and why. With this practical guide, you get: * Step-by-step instructions: This easy-to-follow, logical approach keeps you clearly focused on what you need to do to develop a successful marketing plan. * Time-saving forms: These worksheets, including 20 new to this edition, help you with different marketing planning tasks, such as profiling target markets and establishing an advertising and publicity budget. * Actual marketing plans from readers who have used the book: This new Fifth Edition features three new sample marketing plans. These plans show how readers have adapted the basic ideas in this book and translated them into successful marketing plans.

Brand Management - Tilde Heding 2008-12-19

For over two decades, it has been argued that the brand is an important value creator and should therefore be a top management priority. However, the definition of what a brand is remains elusive. This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years. Taking a multi-disciplinary approach and offering an exhaustive analysis of brand research literature, it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand. Brand Management: Research, Theory and Practice fills a gap in the market, providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in-depth insight into the opening question of almost every brand management course: "What is a brand?"

Entrepreneurship: Creating and Leading an Entrepreneurial Organization - Arya Kumar

A new venture or business always stands on the precarious ground of unpredictable challenges wherein it is constantly subjected to pressures from competition and the ever changing dynamics of the market. In this scenario, a venture can only be successful, if it is guided by an entrepreneur who measures situations insightfully and calculates the risks before taking a plunge. Entrepreneurship: Creating and Leading an Entrepreneurial Organization is about creating, managing, and leading an entrepreneurial organization. The contents would help in inculcating an entrepreneurial mindset, developing entrepreneurial skills, and equipping the reader with the basic knowledge and skills for launching and managing the growth of a venture. The teaching/learning of entrepreneurship require greater focus on experiential learning. Therefore, the book extensively emphasizes on experiential learning and a hands-on approach - 'learning by doing'. Book has cited a number of examples and given cases and exercises from Indian as also global contexts to make entrepreneurship learning an enjoyable experience.

Strategic Marketing Problems - Roger A. Kerin 2007

For courses in Marketing Strategy, Marketing Management, and Strategic Marketing. The premier marketing strategy and management casebook in the world.

Calculus with Applications - Margaret L. Lial 2013-07-29

Calculus with Applications, Tenth Edition (also available in a Brief Version containing Chapters 1-9) by Lial, Greenwell, and Ritchey, is our most applied text to date, making the math relevant and accessible for students of business, life science, and social sciences. Current applications, many using real data, are incorporated in numerous forms throughout the book, preparing students for success in their professional careers. With this edition, students will find new ways to get involved with the material, such as Your Turn exercises and Apply It vignettes that encourage active participation. The MyMathLab(r) course for the text provides additional learning resources for students, such as video tutorials, algebra help, step-by-step examples, and graphing calculator help. The course also features many more assignable exercises than the previous edition.

B2B Brand Management - Philip Kotler 2006-09-22

This is one of the first books to probe deeply into the art and science of branding industrial products. The book comes at a time when more industrial companies need to start using branding in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a business, product or service provides to industrial customers. As industrial companies are turning to

branding this book provides the best practices and hands-on advice for B2B brand management.

Statistics for Business - Robert Stine 2013-03-29

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- In **Statistics for Business: Decision Making and Analysis**, authors Robert Stine and Dean Foster of the University of Pennsylvania's Wharton School, take a sophisticated approach to teaching statistics in the context of making good business decisions. The authors show students how to recognize and understand each business question, use statistical tools to do the analysis, and how to communicate their results clearly and concisely. In addition to providing cases and real data to demonstrate real business situations, this text provides resources to support understanding and engagement. A successful problem-solving framework in the 4-M Examples (Motivation, Method, Mechanics, Message) model a clear outline for solving problems, new What Do You Think questions give students an opportunity to stop and check their understanding as they read, and new learning objectives guide students through each chapter and help them to review major goals. Software Hints provide instructions for using the most up-to-date technology packages. The Second Edition also includes expanded coverage and instruction of Excel® 2010.

Marketing Management - Dawn Iacobucci 2021-07-19

Gain an understanding of the vibrant, challenging environment facing marketers today as Iacobucci's **MARKETING MANAGEMENT, 6E** presents an intriguing, guiding framework that clearly illustrates how core concepts fit together. This updated and complete overview offers a captivating style and engaging presentation that you will actually enjoy reading. Learn how to make meaningful decisions and construct useful, practical marketing plans to help companies succeed. Revised chapters, updated explanations, new mini-cases and the latest examples depict global marketing, ethics and social media marketing in action. This edition emphasizes the importance of theory with a framework that demonstrates the interrelationship of marketing concepts and decisions. Leading cases from Harvard, Darden and Ivey further reinforce the relevance of what you are learning and prepare you to apply the latest marketing management principles for business success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing Management - Philip Kotler 2016-03-01

Revised edition of Marketing management, 2012.

Marketing Channel Strategy - Robert W. Palmatier 2019-07-11

Marketing Channel Strategy: An Omni-Channel Approach is the first book on the market to offer a completely unique, updated approach to channel marketing. Palmatier and Sivadas have adapted this classic text for the modern marketing reality by building a model that shows students how to engage customers across multiple marketing channels simultaneously and seamlessly. The omni-channel is different from the multi-channel. It recognizes not only that customers access goods and services in multiple ways, but also that they are likely doing this at the same time; comparing prices on multiple websites, and seamlessly switching between mobile and desktop devices. With the strong theoretical foundation that users have come to expect, the book also offers lots of practical exercises and applications to help students understand how to design and implement omni-channel strategies in reality. Advanced undergraduate and graduate students in marketing channels, distribution channels, B2B marketing, and retailing classes will enjoy acquiring the most cutting-edge marketing skills from this book. A full set of PowerPoint slides accompany this new edition, to support instructors.

The Marketing Plan Handbook - Marian Burk Wood 2011

Features of the fourth edition of **The Marketing Plan Handbook** include: **Your Marketing Plan, Step-by-Step** - This new feature guides you through

the development of an individualized marketing plan, providing assistance in generating ideas, and challenging you to think critically about the issues. **Model of the Marketing Planning Process** - A new conceptual model of the planning process serves as an organizing figure for the book. The model helps you visualize the connections between the steps and to focus on the three key outcomes of any marketing plan: to provide value, to build relationships, and to make a difference to stakeholders. **Sample Marketing plan** - the updated sample plan for the SonicSuperphone, a multimedia, multifunction smartphone, illustrates the content and organization of a typical marketing plan. **Practical Planning Tips** - Every chapter includes numerous tips that emphasize practical aspects of planning and specific issues to consider when developing a marketing plan. **Chapter Checklists** - Prepare for planning by answering the questions in each chapter's checklist as you create your own marketing plan. There are 10 checklists in all, covering a wide range of steps in the planning.

The Road to Unfreedom - Timothy Snyder 2019-04-09

NEW YORK TIMES BESTSELLER • From the author of *On Tyranny* comes a stunning new chronicle of the rise of authoritarianism from Russia to Europe and America. "A brilliant analysis of our time."—Karl Ove Knausgaard, *The New Yorker* With the end of the Cold War, the victory of liberal democracy seemed final. Observers declared the end of history, confident in a peaceful, globalized future. This faith was misplaced. Authoritarianism returned to Russia, as Vladimir Putin found fascist ideas that could be used to justify rule by the wealthy. In the 2010s, it has spread from east to west, aided by Russian warfare in Ukraine and cyberwar in Europe and the United States. Russia found allies among nationalists, oligarchs, and radicals everywhere, and its drive to dissolve Western institutions, states, and values found resonance within the West itself. The rise of populism, the British vote against the EU, and the election of Donald Trump were all Russian goals, but their achievement reveals the vulnerability of Western societies. In this forceful and unsparing work of contemporary history, based on vast research as well as personal reporting, Snyder goes beyond the headlines to expose the true nature of the threat to democracy and law. To understand the challenge is to see, and perhaps renew, the fundamental political virtues offered by tradition and demanded by the future. By revealing the stark choices before us—between equality or oligarchy, individuality or totality, truth and falsehood—Snyder restores our understanding of the basis of our way of life, offering a way forward in a time of terrible uncertainty.

Strategic Marketing Management - The Framework, 10th Edition - Alexander Chernev 2019-01-01

Strategic Marketing Management: The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products, services, and brands.

Consumer Behaviour - Leon G. Schiffman 2001

This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

Strategic Brand Management, 3rd Edition - Alexander Chernev 2020-01-31

Strategic Brand Management (3rd Edition) lays out a systematic approach to understanding the key principles of building enduring brands and presents an actionable framework for brand management. Clear, succinct, and practical, it is the definitive text on building strong brands.

Folklore and the Internet - Trevor J. Blank 2009-09-15

A pioneering examination of the folkloric qualities of the World Wide Web, e-mail, and related digital media. These studies show that folk culture, sustained by a new and evolving vernacular, has been a key, since the Internet's beginnings, to language, practice, and interaction online. Users of many sorts continue to develop the Internet as a significant medium for generating, transmitting, documenting, and preserving folklore. In a set of new, insightful essays, contributors Trevor J. Blank, Simon J. Bronner, Robert Dobler, Russell Frank, Gregory Hansen, Robert Glenn Howard, Lynne S. McNeill, Elizabeth Tucker, and William Westerman showcase ways the Internet both shapes and is shaped by folklore

Selling - David J. Lill 2012-01-01

Global Marketing - Johny Johansson 2007

Marketing Management - Philip Kotler 2012

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

Strategic Brand Management - Kevin Lane Keller 2002-12-01

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates.

Shortell and Kaluzny's Healthcare Management: Organization Design and Behavior - Lawton Burns 2011-01-21

Completely updated to address the challenges faced by modern health care organizations, the sixth edition of SHORTELL AND KALUZNY'S HEALTH CARE MANAGEMENT: ORGANIZATION DESIGN AND BEHAVIOR offers a more global perspective on how the United States

and other countries address issues of health and health care. Written by internationally recognized and respected experts in the field, the new edition continues to bring a systemic understanding of organizational principles, practices, and insight to the management of health services organizations. Based on state-of-the-art organizational theory and research, the text emphasizes application and challenges you to provide a solution or a philosophical position. Coverage includes topics ranging from pay for performance and information technology to ethics and medical tourism and expands upon a major theme of the fifth edition: health care leaders must effectively design and manage health care organizations while simultaneously influencing and adapting to changes in environmental context. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Framework for Marketing Management - Kotler 2007-09

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.