

# ASIAN MARKETING

## CASE STUDIES

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# Asian Marketing Casebook

**Clifford Lane**



## **Asian Marketing Casebook:**

**The Asian Marketing Casebook** Noel Capon, Wilfried R. Vanhonacker, 1999 Ideal for courses in International Marketing at the undergraduate and graduate levels This marketing casebook demonstrates the diversity of marketing problems faced by organizations operating in Asia The cases focus on industrial and consumer marketing issues and cover 16 countries

*Principles of Marketing* Swee Hoon Ang, 2000-01 This casebook complements and accompanies Philip Kotler and Gary Armstrong's *Principles of Marketing* by providing 37 cases on Asian companies operating in Asia and or outside Asia as well as about non Asian companies operating within Asia *Marketing Management*, 2004 **Multinational Management**

Rien Segers, 2016-01-29 This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it It offers international management students and researchers an extensive guide to the business history strategy development and foreign market entry modes used by emerging Asian multinationals The cases focus on well known companies such as Lenovo Alibaba Infosys Huawei Panasonic and Rakuten These companies all of which generate huge revenues in their own countries e g in China India South Korea Taiwan Vietnam are now becoming increasingly sophisticated and striving to become global brands while also enjoying the active support of their governments in terms of their international business Readers will learn about the current multinational landscape in Asia the management challenges and the future implications for traditional western companies seeking to retain their market share Chapters on corporate entrepreneurship human resource management and intercultural competence and current branding trends in Asia will provide a cutting edge update on international business strategy for students and practitioners alike [Understanding Emerging Markets](#) Stefano Pelle, 2007-01-12 Publisher description

*Services Marketing Cases in Emerging Markets* Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen, 2016-09-08 This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies It explores current issues and practices in Asia across different areas countries commercial and non commercial sectors This book is important and timely in providing a framework for instructors researchers and students to understand the service dynamics occurring in these countries It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia Students will find it interesting to compare and contrast different markets covering important aspects related to services [Casebook on General Management in Asia Pacific](#) Dominique Turpin, Xiaobai Shen, 1999 This text consists of cases of European businesses in Asia Pacific Asian businesses in Asia Pacific and Asian businesses in global competition It covers a wide range of topics including human resources corporate culture strategic planning cross cultural marketing marketing strategy manufacturing alliances and partnership utilizing information technologies entry into new markets and many more It will be relevant to many courses in the areas of general management

international management and strategy *Management Training and Development in China* Malcolm Warner, Keith Goodall, 2009-12-04 One of the critical issues facing both the Chinese government and businesses operating in China is the lack of trained managers This book with contributions by internationally known scholars from a wide range of countries examines the Chinese response to the challenges of management training and development It considers the development of business schools in the PRC and the impact of foreign partnerships on their operation It summarizes the current trends in management training and development and outlines the likely course of future developments Overall this book is a comprehensive account of management training and development in China and is an important resource in an area that has hitherto seen little substantive research *Services Marketing in Asia* Jochen Wirtz, Christopher H. Lovelock, 2005

*Communication Yearbook 29* Pamela J. Kalbfleisch, 2009-03-04 For the past 55 years the International Communication Association ICA has provided a venue for scholars and researchers to share ideas and findings in all aspects of the field of communication through its expanding publications program and its annual conference The Association also works to increase visibility for communication scholarship and to foster research internationally Communication Yearbook 29 centers on the theme of Communication and the Future Authors in this volume address the future as they review 12 diverse areas of communication research There have been many changes in the world and this volume addresses questions such as Has the discipline of communication kept up with change Have we adapted to new technology and moved forward in our thinking What do we as a discipline have to say about the future Are there new areas in which we should be making a contribution And are there new ways of looking at long standing lines of communication research The focus of this volume is on what we can do as communication scholars to make a difference in everyday life and in the future Communication Yearbook 29 is an important reference for scholars and graduate students across the field of communication *Journal of Public Policy & Marketing*, 2005 *Global Business Management* Abel Adekola, Bruno S. Sergi, 2016-04-22 This book interweaves the concepts of the guidance on globalization international management and the intricacies of international business that many books on the market treat independently It clarifies and explains culture cultural misunderstandings and cross cultural interactions Adekola and Sergi s text is unique in that it offers both the management perspective and the cultural perspective It is for managers seeking to thrive in the global economy This book focuses on managing global organizations providing a basis for understanding the influence of culture on international management and the key roles that international managers play It clearly shows how to develop the cross cultural expertise essential to succeed in a world of rapid and profound economic political and cultural changes *Marketing Insights for the Asia Pacific* Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan, 1996 Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region This volume incorporates a variety of unique features including a collection of 25 articles from various magazines and journals a selection of readings relating to

topics of vital interest to marketers in Asia references to a broad range of marketing situations consumer industrial and service markets A useful complement to users of Marketing Management An Asian Perspective by Philip Kotler Swee Hoon Ang and Chin Tiong Tan Marketing Insights For The Asia Pacific includes the source articles that deal with the marketing concepts and applications introduced in the text only student marketing book specifically covering the Asia Pacific region published in conjunction with Asia Pacific Marketing Federation Business Strategy in Asia Kulwant Singh, Nitin Pangarkar, Loizos Th Heracleous, 2004 The second edition follows the highly successful first edition in filling an important under served niche in the strategy arena a casebook on business strategy in Asia As a teaching tool the usage of case studies is widespread in business strategy courses Many case studies are focused on companies from developed economies especially from the U S and Western Europe leaving a large void in terms of understanding the strategies of Asian companies This book aims to fill this void in the current offerings of textbooks Written by experts on Asian business it is a unique and comprehensive collection of cases about the strategies of Asian firms The cases are wide ranging covering a diverse range of issues geographic contexts industries and decision situations The rigor and depth of information included in each of the cases provides considerable versatility to educators in terms of usage at various levels The cases have been carefully chosen to represent the geographic and economic diversity of the different countries industries and firms within Asia *Marketing Management in the 21st Century* Noel Capon, James M. Hulbert, 2001 This introduction to the role of marketing in the modern corporation both at the level of the firm and the marketing function focuses on what the prospective manager not just the marketer needs to know about developing marketing strategy and managing the marketing process Worldwide Casebook in Marketing Management , 2016 Introduction to case analysis Consumer behaviour San Pellegrino Italy Nintendo Wii Japan Zara Spain Branding Lenovo China Red bull Austria Singtel Singapore Marketing communication Foster s Australia Google the US Walkers the UK Tag heuer Switzerland Cirque du soleil Canada Retailing Currys the UK Cold storage Singapore Marketing programming Microsoft the US National Australia Bank Australia Acer Taiwan Kerry Ireland Siemens Germany ING Holland Electrolux Sweden Strategic and global marketing British Airways the UK Grundfos Denmark Petrobras Brazil Accor France **Cases in Marketing Management and Strategy** John A. Quelch, 1996 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 IP Asia , 1999 **International Journal of Advertising** , 1996 **The British National Bibliography** Arthur James Wells, 2006

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