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APPLIED STRATEGIC MARKETING . ISBN Number: 9781775781271: Author/s: JOOSTE C: Format: Book: Edition: 4TH - 2011: Publisher: HEINEMANN ACADEMIC: Subscribe to our newsletters Keep up to date with Van Schaik Bookstore. Subscribe. Get to know us. Our Story; Community Involvement ...

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Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing.

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Description. Applied strategic marketing discusses the strategic role of marketing management in modern organisations. The focus is on how managers choose and manage the markets they serve, how they handle competition and what strategies they devise in order to build brand value and customer relationships. This book guides the reader through the different phases of the strategic planning process and provides a framework for designing and implementing a marketing plan.

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Focusing on the environment, market research, buyer behavior, cyber marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.

Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent customer service. Attending to the "4 Ps" of marketing, the guidebook addresses the ways in which a marketer can make decisions with the customer's perspective as the priority. With strategies both for one-to-one marketing and for mass customization, this critical handbook offers information for today's ever-adapting business environment.

An entrepreneurial and managerial approach. Continual increases in wealth and leisure time have given a sharp rise to tourism, which resulted in the rapid development of tourism - related ventures such as hotels, bed and breakfast accommodation, travel agencies, restaurants, theme parks, event companies, resorts, tourist guides and tour operators, to mention a few. "New Tourism Ventures: An Entrepreneurial and Managerial Approach" provides a definitive grounding of how to create and manage such tourism ventures. It takes an entrepreneurial and managerial approach to the subject, underpinning the various concepts associated with entrepreneurship and demonstrating the linkages of the subject with the tourism economy within the context of international best practice and research.

This volume offers recent developments in pragmatics and adjacent territories of investigation, including important new concepts such as the pragmatic act and the pragmeme, and combines developments in neighboring disciplines in an integrative holistic pragmatic approach. The young science of pragmatics has, from its inception, differentiated itself from neighboring fields in the humanities, especially the disciplines dealing with language and those focusing on the social and anthropological aspects of human behavior, by focusing on the language user in his or her societal environment. This collection of papers continues that emphasis on language use, and pragmatic acts in their context. The editors and contributors share a perspective that essentially considers language as a system for communication and wants to look at language from a societal perspective, and accept the view that acts of interpretation are essentially embedded in culture. In an interdisciplinary approach, some authors explore connections with social theory, in particular sociology or socio-linguistics, some offer a political stance (critical discourse analysis), others explore connections with philosophy and philosophy of language, and several papers address problems in theoretical pragmatics.

Dealing with event management in developing countries, specifically South Africa, this textbook confronts the specific challenges of creating well-run events in places where world-class catering and party supplies are not as readily available as in developed nations. Complete with advice about all aspects of managing an event, the second edition incorporates additional graphs, tables, and photographs, as well as new material about the legal aspects of event planning.

CONTENTS 1. Evaluation of Municipal Managers' Roles in Strategic Implementation: A Study of Matatiele Municipality in South Africa by Samuel M. Lehanya et al. 2. Nexus of Trafficking and Migration Issues by Siddhartha Sarkar 3. Perceptions of Senior Staff on Empowerment Strategies in a Tertiary Institution in Ghana by Rosemond Boohene et al 4. Western Cinema and the Work of Empire: Turning the Spotlight on the Orient by Wincharles Coker 5. Babyfacedness: Sometimes a Plus Sometimes a Minus for Male Attractiveness Ratings by Don R. Osborn

Important marketing and industrial psychology concepts are applied to southern African business scenarios in this overview of consumer behavior. Case studies, applications, and research findings illustrate market characteristics of consumer motivation, attitudes, and loyalty. Information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family-based decision making, organizational buying behavior, and relationship-based buying.

