

Principles Of Marketing An Asian Perspective

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Practical Marketing
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Business Marketing
Marketing Management Asian Perspective
Marketing Principles of Marketing
Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers
Consumer Behaviour in Asia
Marketing Management
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Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers
Strategic Asian Marketing
Consumption and Marketing
Marketing Across Cultures in Asia
Consumer Behavior in Asia
Marketing Asian Places
Marketing Philip Kotler Chow Hou Wee Philip Kotler Philip Kotler Swee Hoon Ang Geok Theng Lau Philip Kotler Gary M. Armstrong Philip Kotler Philip Kotler Hellmut Schütte Philip Kotler Philip Kotler Hean Tat Keh Krittinee Nuttavuthisit Richard R. Gesteland Tsang-sing Chan Philip Kotler Ian McGovern

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for principles of marketing courses that require a comprehensive text help students learn how to create value through customer connections and engagement in a fast changing increasingly digital and social marketplace it's more vital than ever for marketers to develop meaningful connections with their customers the principles of marketing an asian perspective provides an authoritative comprehensive innovative managerial and practical introduction to the fascinating world of marketing in and from asia it helps students master today's key marketing challenge to create vibrant interactive communities of consumers in asia who make products and brands an integral part of their daily lives to help students in asia understand how to create value and build

customer relationships the asian perspective presents fundamental marketing information within an innovative customer value framework this textbook makes learning about and teaching asian marketing easier and more exciting for both students and instructors by providing a variety of vignettes up to date corporate examples and relevant case studies the full text downloaded to your computer with ebooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends ebooks are downloaded to your computer and accessible either offline through the bookshelf available as a free download available online and also via the ipad and android apps upon purchase you ll gain instant access to this ebook time limit the ebooks products do not have an expiry date you will continue to access your digital ebook products whilst you have your bookshelf installed

this book is very timely in view of the growing importance of asia over the past ten years many asian economies ranging from the newly industrialized economies of taiwan hong kong singapore and south korea to the semi developing economies of malaysia indonesia and thailand have all experienced tremendous economic growth unparalleled in any part of the world with the opening of china and other centrally planned economies like vietnam myanmar laos and cambodia asia is on the path to astronomical economic growth

for undergraduates studying principles of marketing courses principles of marketing an asian perspective provides a comprehensive coverage on topics of marketing set in an asian context learning is made more engaging for students and teaching more convenient for instructors

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

this first asian adaptation of the seventh edition of marketing an introduction written by professors gary armstrong and philip kotler builds on its strong foundations this book presents an innovative framework for understanding and learning about marketing today s marketing is all about building profitable customer relationships it starts with understanding consumer needs and wants deciding which target markets the organization can serve best and developing a compelling value proposition by which the organization can attract keep and grow targeted consumers if the organization does these things well it will reap the rewards in terms of market share profits and customer equity simply put marketing is the art and science of creating value for customers in order to capture value from customers in return from beginning to end the first edition of marketing an introduction an asian perspective presents and develops this customer relationships customer equity framework every chapter contains many examples and references of these marketing concepts used in the asian context as well as how they are employed in other regions

today's dynamic and uncertain environment has contributed to the changing nature of markets in order for companies to keep up they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment such as the digital revolution this is critical all over the world but none more so than in asia asia is not only the world's biggest market but also the fastest growing it is therefore essential for marketers to understand the dynamics of asian companies and what they have to offer to the wider world this book analyzes competitive companies from 18 asian countries that have successfully practiced new wave marketing and in so doing provide invaluable lessons that others may find useful comprehensive case studies are used not only to describe how some of asia's best companies compete but also to analyze the concepts of new wave marketing their actions are based on this book is unique in its depth and breadth of cases from companies in the asean region to north east asia including mongolia and saarc the authors of this book professor philip kotler arguably the father of modern marketing hermawan kartajaya from indonesia and hooi den huan from singapore are all experts in their field and have previously produced other bestsellers this book with its focus on real life examples of competitive asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book together these books provide a comprehensive picture of the changing asian marketing landscape

success in the asian market is crucial to many firms yet many marketing strategies are based on a western perspective of what consumers want and respond to in consumer behaviour in asia the authors argue that asian culture is so fundamentally different to western culture that existing consumer behaviour concepts cannot be applied to asian consumers in this book the authors outline and explain these differences and put forward modifications to many well known consumer behaviour concepts consumer behaviour in asia shows how firms need to modify their marketing strategies in such areas as segmentation positioning and the marketing mix in order to successfully penetrate these markets

marketing management third edition builds on the multidisciplinary perspective and comprehensive coverage of its predecessors while emphasizing new technology and marketing procedures in today's market i e the internet and the marketing of high tech products in asia cross cultural analyses of marketing practices relationship marketing and customer relationship management in asia the text presents cutting edge marketing concepts and practices for asian marketing in the region's 12 most promising markets to provide an accessible analytically based universal marketing approach to asian insights the authors examine understanding marketing management analyzing marketing opportunities developing market strategies shaping the marketing offering and managing and delivering marketing programs for marketing professionals

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asia is the most populated geographical region with 50 of the world's inhabitants living there coupled that with the impressive economic growth rates in many asian countries the region provides a very attractive and lucrative market for many businesses big and small and from all industries in addition asia is also a dynamic market that significantly grows with developments in technology and digitalization for example a research by google and temasek shows that southeast asia is the world's fastest growing internet region the internet economy in southeast asia is expected to grow by 6.5 times from us \$31 billion in 2015 to us \$197 billion in 2025 all these make it critical for marketers whether domestic regional or global to stay in touch if not ahead in their understanding of what is happening in asia from a marketing perspective and what asia has to offer to the world one phenomenon happening in the asian market and which marketers should pay utmost attention to is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition what makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors to surpass the conventional boundaries which we may be quite familiar with asian consumers have become more educated and connected and have embraced newer ways of selecting buying and using products and services in this book the father of modern marketing professor philip kotler has collaborated with two marketing experts from asia hermawan kartajaya from indonesia and hooi den huan from singapore to publish a book on marketing for competitiveness asia to the world in the age of digital consumers this book argues that marketing is no longer just vertical but has encompassed a new more horizontal paradigm in addition to many new concepts and frameworks this book includes a plethora of real world examples from various countries in asia which will help to shed light on how companies both asian and global compete in asia useful lessons can be drawn by all businesses in the world on how to win the mind heart and spirit of the asian consumer digital and non digital

a practical step by step guide for international marketers who are targeting the challenging markets of the asia pacific region packed with useful information

and real world examples marketing across cultures in asia is based on the two authors 35 years of combined hands on experience of managing marketing and negotiating in asia

consumer behavior in asia issues and marketing practice will help you understand asia s consumer market by providing a consumer segmentation of china s 1 25 billion population as it explores asia s cultural values consumer perceptions and attitudes consumer behavior in asia provides you with demographics psychographics and life styles of asian consumers to assist you in successfully entering the asian market and enabling you to accurately assess market demands and enact effective marketing strategies consumer behavior in asia provides you with a complete overview of china s economy and highlights the attractiveness of the growing market

at the beginning of the 21st century headlines report how cities are going bankrupt states are running large deficits and nations are stuck in high debt and stagnation this text argues that thousands of places are in crisis and can no longer rely on national policies for protection the authors show how places in asia can become attractive products by effectively communicating their special qualities and attracting investment

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Introduction

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