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# Marketing Management

AN ASIAN PERSPECTIVE

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Pearson

# Asian Perspective Ebook

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### **Asian Perspective Ebook:**

*Principles of Marketing, An Asian Perspective* Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, Oliver Hong-Ming Yau, 2017-05-03 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

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**Global Business Strategy: Asian Perspective (Second Edition)** Hwy-chang Moon, 2022-01-07 As the second edition of Global Business Strategy this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives In this respect the book s overall goal is to bridge the gap between these two different viewpoints This second edition includes more recent business theories techniques and cases within the field of global business strategy Specifically it includes new theories and techniques like creating shared value CSV the global value chain platform strategy and business ecosystem They are shown to be important tools for enhancing competitiveness and maintaining sustainability among firms in today s rapidly changing international business environment This is very much evident today given the critical challenges arising from the trade tensions between the United States and China emerging technologies such as artificial intelligence and digital transformation and the unprecedented disruptions

brought on by the coronavirus pandemic We hope that this book will serve as a useful companion for students business practitioners policymakers and the more general readers interested in issues related to competitiveness and business

*East Asian Perspectives on Silence in English Language Education* Jim King, Seiko Harumi, 2020-06-22 Silence is a key pedagogical issue in language education Seen by some as a space for thinking and reflection during the learning process for others silence represents a threat inhibiting target language interaction which is so vital during second language acquisition This book eschews stereotypes and generalisations about why so many learners from East Asia seem either reluctant or unable to speak in English by providing a state of the art account of current research into the complex and ambiguous issue of silence in language education The innovative research included in this volume focuses on silence both as a barrier to successful learning and as a resource that may in some cases facilitate language acquisition The book offers a fresh perspective on ways to facilitate classroom interaction while also embracing silence and it touches on key pedagogical concepts such as teacher cognition the role of task features classroom interactional approaches pedagogical intervention and socialisation willingness to communicate as well as psychological and sociocultural factors Each of the book's chapters include self reflection and discussion tasks as well as annotated bibliographies for further reading

**East and Southeast Asian Perspectives on the Internationalisation of Higher Education** Ly Thi Tran, Tracy X.P. Zou, Hiroshi Ota, 2023-12-22 This book provides robust insights into the current policies trends challenges and possibilities in the internationalisation of higher education in East and Southeast Asian countries revealing emergent and new models and practices in this area and discussing implications for mutual learning across different education systems Drawing on case studies from Laos Malaysia Indonesia Vietnam South Korea Guangdong Hong Kong Macao Greater Bay Area GBA and other parts of China Singapore the Philippines Thailand and Japan this volume addresses emergent and less heard perspectives on and experiences in the internationalisation of higher education By detailing comparing and contrasting the key aspects of internationalisation across countries in Asia and the West it discusses the implications for mutual learning across different higher education systems Through practical case studies this book brings to light the voices and experiences of researchers who are studying core and new issues opportunities and challenges facing the internationalisation of higher education in East and Southeast Asia *East and Southeast Asian Perspectives on the Internationalisation of Higher Education* is a must read text for practitioners international education policy makers and advisors at the national and institutional levels It will also be of interest to academics researchers administrators students of international and comparative education courses as well as anyone researching the internationalisation of higher education or looking to learn more about what internationalisation could look like in the future

**Asian Perspectives on the Development of Public Relations** T. Watson, 2014-04-24 The National Perspectives on the Development of Public Relations Other Voices series is the first to offer an authentic world wide view of the history of public relations It will feature six books five of which will cover continental and regional groups This first book

in the series focuses on Asia and Australasia      *Asian Perspectives on the World's Religions after September 11* Arvind Sharma, Madhu Khanna, 2013-02-15 This book offers a unique perspective on September 11 and our world after this tragic event sharing lessons from an Asian religious experience that can help heal a world troubled by religious conflicts and deepening divisions and promote a positive global transformation Existing literature regarding the events of September 11 and our world afterward has focused mostly on the West and the Middle East Asian Perspectives on the World's Religions after September 11 extends this discussion to include Asia a continent and culture far too important to be ignored in any assessment of the global impact of this event The book is organized along the following themes as they emerged post September 11th religion and civilizational dialogue religion conflict and peace religion and human rights religion and ethics religion and the arts religion hermeneutics and literature religion and gender religion and ecology and religion and globalization Individuals who are studying or teaching political science international relations philosophy ethics Asian studies or religious studies will find the text invaluable while general readers will appreciate the largely unvoiced Asian perspective on this topic      *Principles of Marketing* Philip Kotler, City University of Hong Kong. Division of Commerce, 2012      **The Price of Belonging: Perspectives from Asia**, 2023-04-17 To belong often involves the performance of burdensome obligations the sacrifice or suppression of personal desires for the collective good and the demand for demonstrating lifelong loyalty Belonging may also entail hidden threats risks and pressures that lurk in the corners of familiarity These are the key aspects that *The Price of Belonging* explores in detail by bringing together nine original ethnographic case studies from across Asia and the Asian diaspora By shedding light on the adverse facets of belonging the book challenges its overly idealistic depictions and offers a differentiated look at this social practice      **Navigating The New Political Economy In Southeast Asia: Perspectives From Japan, Taiwan And The Region** Alan Hao Yang, Masahiro Matsumura, 2023-06-22 Based on workshops co organized by Japan's St Andrew University and Taiwan's National Chengchi University this book provides readers with the toolbox for navigating the regional dynamics of political economy in Southeast Asia with special focus on exploring the key factors determining the shifting dynamics Organized in three parts namely geopolitical and security factors alternative fields for regional cooperation and the regional considerations of Southeast Asia the chapters in the book feature key factors determining the political economy of the region Written by authors hailing from varied background this book is also the joint research efforts on policy discussion and timely assessment of COVID 19 recovery plans in Southeast Asia

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