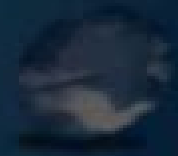




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Marketing and the Customer Value Chain Thomas Fotiadis,Dimitris Folinas,Konstantinos Vasileiou,Aggeliki Konstantoglou,2022-02-28 Marketing and supply chain management have a symbiotic relationship within any enterprise and together they are vital for a company s viability and success This book offers a systemic approach to the integration of marketing and supply chain management It examines the strategic connections and disconnections between supply chain and operations management and marketing by focusing on the factors that constitute the extended marketing mix including product price promotion people and processes Key aspects of supply chain management are discussed in detail including material handling unit load handling systems and equipment as well as warehousing and transportation design and packaging The book then goes on to explore the marketing functions of intangible products services followed by a focus on B2B markets Throughout there is a strong emphasis on the optimization and maximization of the value chain through the development of a systems approach with a market orientation Pedagogy that translates theory to practice is embedded throughout including theoretical mini cases chapter by chapter objectives and summaries Marketing and the Customer Value Chain will help advanced undergraduate and postgraduate students appreciate how front end marketing can interface with the back end operations of supply chain management

Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy Gómez-Suárez, Mónica,Martínez-Ruiz, María Pilar,2016-06-20 As the global market continues to recuperate from economic downfall it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers In many cases it becomes difficult for off brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products The Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy emphasizes advertising and promotional approaches being utilized as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store brand products available on the market Highlighting brand competition between wholesalers retailers and private brand names following a global economic crisis this publication is an extensive resource for researchers graduate students economists and business professionals

ICSDEMS 2019 Seyed Sattar Emamian,Timothy O. Adekunle,Utaberta Nangkula,Mokhtar

Awang,2020-08-18 This book gathers selected papers from the International Conference on Sustainable Design Engineering Management and Sciences ICSDEMS 2019 held in Kuala Lumpur Malaysia It highlights recent advances in civil engineering and sustainability bringing together researchers and professionals to address the latest most relevant issues in these areas

Good Practices and New Perspectives in Information Systems and Technologies Álvaro Rocha,Hojjat Adeli,Gintautas Dzemyda,Fernando Moreira,Aneta Poniszewska-Marańda,2024-05-12 This book is composed by a selection of articles from the 12th World Conference on Information Systems and Technologies WorldCIST 24 held between 26 and 28 of March 2024 at Lodz University of Technology Lodz Poland WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations current trends professional experiences and challenges of modern Information Systems and Technologies research together with their technological development and applications The main and distinctive topics covered are A Information and Knowledge Management B Organizational Models and Information Systems C Software and Systems Modeling D Software Systems Architectures Applications and Tools E Multimedia Systems and Applications F Computer Networks Mobility and Pervasive Systems G Intelligent and Decision Support Systems H Big Data Analytics and Applications I Human Computer Interaction J Ethics Computers and Security K Health Informatics L Information Technologies in Education M Information Technologies in Radiocommunications and N Technologies for Biomedical Applications The primary market of this book are postgraduates and researchers in Information Systems and Technologies field The secondary market are undergraduates and professionals as well in Information Systems and Technologies field

Socialize Your Patient Engagement Strategy Letizia Affinito,John Mack,2016-03-03 Socialize Your Patient Engagement Strategy makes the case for a fundamentally new approach to healthcare communication one that mobilizes patients healthcare professionals and uses new media to enable gathering sharing and communication of information to achieve patient centricity and provide better value for both organizations in terms of profit and patients in terms of better service and improved health Letizia Affinito and John Mack focus on three priority areas for actions Improving Health Literacy e g web sites targeted mass digital campaigns Improving Self care e g self management education self monitoring self treatment Improving Patient Safety e g adherence to treatment regimens equipping patients for safer selfcare The authors explain the healthcare context to the digital communications revolution the emerging digital marketing and communications techniques that enable this revolution and the core elements behind a patient driven digital strategy Drawing on the authors research and consulting practices as well as on the practical experience of managers in medium large companies worldwide the book provides a proven framework for improving the development and implementation of patient centered digital communication programs in healthcare organizations It is an engaging how to how not to book which includes tips advice and critical reviews that every stakeholder dealing with the healthcare system must have in order to participate in the evolving healthcare system and be more active in making strategic patient centered choices Socialize Your

Patient Engagement Strategy includes interviews with experts and leading case histories of successful digital communication programs in the healthcare arena While there are books that focus on specific healthcare communicators within different types of organizations in their book the authors recognize that effective patient centric communication crosses all organizational boundar Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing Akkucuk, Ulas,2014-10-31 In an age of rising environmental concerns it has become necessary for businesses to pay special attention to the resources they are consuming and the long term effects of the products they are creating These concerns coupled with the current global economic crisis demand a solution that includes not only business but politics ecology and culture as well The Handbook of Research on Developing Sustainable Value in Economics Finance and Marketing provides the latest empirical research findings on how sustainable development can work not just for organizations but for the global economy as a whole This book is an essential reference source for professionals and researchers in various fields including economics finance marketing operations management communication sciences sociology and information technology

Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed *Global Perspectives on Contemporary Marketing Education* addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators **The Well-Managed Healthcare Organization, Eighth Edition** Kenneth R. White, PhD, APRN-BC, FACHE, FAAN, John R. Griffith, MBA, LFACHE, 2015-07-01 Suite of Online Learning Resources Increase student engagement and enhance your teaching with resources that integrate easily into many institutions learning management system Student study and practice materials include auto feedback multiple choice questions and questions for discussion that reflect realistic situations that managers are likely to encounter in healthcare organizations Instructor materials include analyses of the multiple choice questions key talking points for the questions for discussion gradable review questions with accompanying rubrics and PowerPoint slides of the book s exhibits The Well Managed Healthcare Organization is the most comprehensive text on healthcare manage ment Drawing on the experiences of high performing and Baldrige Award winning organizations it de tails how to manage a healthcare organization using evidence best practices benchmarks and a culture of continuous improvement This popular resource has prepared thousands of healthcare management nursing medical allied health and health information management students to effectively lead in

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Era Society 5 0 membawa perubahan besar dalam cara masyarakat hidup bekerja dan berinteraksi Mengintegrasikan teknologi digital kecerdasan buatan dan Internet of Things IoT era ini menawarkan tantangan sekaligus peluang baru bagi dunia bisnis dan pemasaran Buku Manajemen Pemasaran Society 5 0 hadir untuk menjawab kebutuhan para profesional akademisi dan mahasiswa dalam memahami dinamika pemasaran yang terus berkembang di tengah transformasi digital ini Buku ini mengupas tuntas konsep konsep manajemen pemasaran yang relevan di era Society 5 0 mulai dari menciptakan nilai tambah bagi pelanggan memahami perilaku konsumen digital hingga memanfaatkan teknologi canggih untuk membangun hubungan yang berkelanjutan dengan pelanggan Selain itu pembahasan mengenai strategi pemasaran berbasis data pemasaran inklusif dan keberlanjutan menjadi poin utama dalam buku ini Dilengkapi dengan studi kasus tips praktis dan analisis mendalam buku ini memberikan panduan komprehensif untuk membantu pembaca menerapkan strategi pemasaran yang inovatif dan efektif di era yang serba terhubung ini Apakah Anda seorang pelaku bisnis pemasar atau akademisi buku ini akan menjadi referensi penting untuk menghadapi lanskap pemasaran di masa depan Temukan bagaimana teknologi dan humanisme dapat berjalan berdampingan untuk menciptakan nilai bersama dalam dunia pemasaran yang terus berubah

B-SPACE 2019 Siti Kholifah, Muhaimin Zulhair Achsin, Ratnaningsih Damayanti, Muhammad Rohmadi, Memet Sudaryanto, 2020-05-12 We are delighted to introduce the 2019 Brawijaya International Conference on Social and Political Sciences B SPACE The aim of B SPACE Brawijaya International Conference on Social and Political Sciences is to provide a platform for various stakeholders varying from professionals researchers and academicians from across the world to present their scientific take and research results on social and political matters The theme of B SPACE 2019 was Gender Digital Society 4 0 The amount of participants registered on the initial phase was 140 However BSPACE 2019 cumulatively consisted of 79 scientific papers presented orally by the respective authors during the two day conference The oral presentation sessions were opened for the public allowing a productive interaction between the presenters and the audience where knowledge and information were further shared Aside

from the opportunity to present them in front of an audience the submitted scientific papers are processed to be published in EAI EUDL proceedings

How to Market the Arts Anthony Rhine, Jay Pension, 2022 Conventional business marketing often suggests that the primary function of business is to market a product in order to maximize efficiency and profit In How to Market the Arts A Practical Approach for the 21st Century expert authors Anthony Rhine and Jay Pension propose a new paradigm to better explain how nonprofit arts marketing can and should work How to Market the Arts provides a history of both nonprofit arts and critical marketing concepts to show how standard methods of marketing are ill suited for the nonprofit arts industry Through visual models and case studies of several arts organizations the book offers instead a practical look at how this industry might adopt more holistic marketing strategies that better reflect their true function which is often to serve communities over persuading consumers Rhine and Pension offer a theoretical framework for reconsidering the nature of nonprofit arts marketing as well as useful steps an organization might take to increase its value to a community and develop a broader audience base

ICEMAB 2018 Kaveh Abhari, Noorhana Binti Arsad, Ridho Bramulya Ikhsan, Puchong Senanuch, Muhammad Irfan Nasution, 2019-10-29 This book constitutes a through refereed proceedings of the International Conference on Economics Management Accounting and Business 2018 held on October 8 9 2018 at Universitas Muhammadiyah Sumatera Utara Medan Indonesia The conference was organized by Faculty of Economics and Business Universitas Muhammadiyah Sumatera Utara The 74 full papers presented were carefully reviewed and selected from 152 submissions The scope of the paper includes the followings Management Economics Sharia Economics Accounting Sharia Accounting Taxation Digital Technology Human Resource Management Marketing Financial Banking Sharia Banking Education Economics Accounting Assurance Assurance Sharia Actuarial Information Technology Agricultural Economic Entrepreneurship Technology Business Entrepreneurship Internet Marketing e Business

Philosophical Perspectives on Qualitative Psychological and Social Science Research Paul M. W. Hackett, Gillie Gabay, Christopher Hayre, 2023-10-25

Marketing and Supply Chain Management Dimitris Folinis, Thomas Fotiadis, 2017-09-13 Organizations are now recognizing the importance of demand supply integration to their growth and success While marketing and supply chain management are an essential part of any business qualification it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM Marketing and Supply Chain Management is among the first to synergize these two disciplines Its holistic approach provides students with a macro level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization This bridge building textbook is ideal for students of marketing logistics supply chain management or procurement who want to understand the machinations of business at a macro level

Proceedings of the XV International symposium Symorg 2016 Ondrej Jaško, Sanja Marinković, 2016-06-03

Industrial Marketing Thomas Fotiadis, Adam Lindgreen, George J. Siomkos, Christina Öberg, Dimitris Folinis, 2022-12-08 An introductory textbook on

industrial marketing and supply chain management that discusses industrial products and pricing as well as key topics such as co creation of value big data innovation green practices and CSR The textbook includes The marketing philosophy on industrial markets The characteristics of industrial markets The marketing mix and the product life cycle The issues surrounding distribution and operations including value creation business relationships and networks Case studies and mini case studies vignettes This textbook is suitable for students studying industrial marketing and other related courses at undergraduate and graduate levels Thomas Fotiadis is an Associate Professor of Marketing and Head of the Marketing Laboratory in the Department of Production and Management Engineering School of Engineering at Democritus University of Thrace Greece Adam Lindgreen is Professor and Head of Department of Marketing at Copenhagen Business School Denmark and Extraordinary Professor at University of Pretoria s Gordon Institute of Business Science South Africa George J Siomkos is Professor of Marketing at the Athens University of Economics Business AUEB Director of the MSc Program in Services Management and previously Dean of the School of Business AUEB Greece Christina berg is Professor at CTF Service Research Center Karlstad University and associated with the Ratio Institute Sweden Dimitris Folinis is Professor in the Department of Supply Chain Management at International Hellenic University Greece The Routledge Companion to Business in Africa Sonny Nwankwo, Kevin Ibeh, 2014-07-25 Although the world s poorest inhabited continent Africa has recently shown signs of being a source of economic growth in the coming decades with increased foreign investment notably from China and huge growth in GDP from a number of African states In contrast to the heaving weight of books focusing on business opportunities in Asia Eastern Europe and Latin America Africa has been poorly served by academic publishing This compendium of scholarship offers cutting edge knowledge relating to business in Africa The objectives of this collection include To shed new light on the socio cultural and historical underpinnings of business practice in Africa and their implications for promoting entrepreneurship and business behaviour in the region To consider the important constraints on business activities in Africa and the emerging best practice for redressing their real and potential impacts To facilitate a better understanding of contemporary business practice in Africa through the application of relevant theories and models including emergent ones The Routledge Companion to Business in Africa is a comprehensive reference resource that provides the perfect platform for embarking on research and study into Africa from the business perspective **Brand Page Attachment** Barbara Kleine-Kalmer, 2016-01-22 Barbara Kleine Kalmer analyses the impact of branding in social networks and introduces the construct of brand page attachment On the basis of a comprehensive quantitative study she validates the construct as relevant for user behavior and investigates which instruments and antecedents influence brand page attachment Through these conceptually and empirically profound analyses the author detects interesting implications for the management of brands in the context of social media

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