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FIFTH EDITION

Marketing Management

A South African Perspective

MC Cant, Y Dowpall &
L Kamffer (editors)

Marketing Management South African Perspective

Lei Huang



Marketing Management South African Perspective:

Marketing Management Michael Colin Cant, Neels Van Heerden, Hellicy Chakosamoto Ngambi, 2013 *Marketing Management : A South African Perspective 3e* Mc Cant, 2018 *Introduction to Marketing Management* P.G. Mostert, 2007

Marketing Management M. C. Cant, C. J. Jooste, J. W. Strydom, P. J. du Plessis, 2009 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 **Southern African Perspectives on Sustainable Tourism Management** Jarkko Saarinen, Berendien Lubbe, Naomi N. Moswete, 2022-05-31 This edited collection focuses on tourism development sustainability and local change in southern Africa The book offers a range of both conceptual and applied perspectives that address various changes in southern African tourism and community development relations The key drivers of change that include climate change and globalization form the context for the diverse and interesting set of case studies from the region The main conceptual grounds of the book cover sustainability sustainable development goals SDGs responsibility vulnerability adaptation resilience governance local development and inclusive growth In this book sustainability is seen as one of the most important issues currently facing the tourism sector affecting all types and scales of tourism operations and environments in the region Tourism is an increasingly important economy in the southern African region and the industry is creating changes for communities and environment while also facing major challenges caused by global trends and changes The book offers a case study driven approach to sustainability needs of tourism development in local community contexts The case study chapters are linked through the book's focus on sustainable tourism and local community development Through emphasizing the need to understand both global change and local contexts in sustainable tourism development this book is a valuable resource for all those working in the field *The Changing View of Marketing Management in a South African Context*, 2013 [Introduction to Marketing](#) Johan Botha, Cornelius Bothma, Annekie Brink, 2005-09 With a full explanation on the basic principles of marketing this guidebook helps readers answer such questions as What is marketing What is a marketing forecast and What is the best way to conduct market research Written by professionals for students and entrepreneurs this text also features international case studies numerous up to date examples of the latest developments and trends in marketing and tried and tested information that helps students learn

Marketing Communications Management Ludi Koekemoer, 1987 **South African Travel and Tourism Cases** J. Alf Bennett, Richard George, 2004 The travel and tourism industry in South Africa has shown steady growth over the last decade and many education institutions have therefore introduced new courses to prepare students for careers in the travel and tourism industry [Marketing South African Tourism](#) Richard George, 2004 This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry and provides comprehensive coverage of marketing theories for students [Marketing Management](#) Russell S. Winer, 2004 When making lifetime gifts or passing on

wealth to your heirs it's easy to overlook the tax consequences As a result gifts are too often wrapped in an unnecessary tax bill Also following several years of rising house prices inheritance tax can bite deeply into even modest estates Yet with forward planning in many cases a tax bill can be reduced or avoided altogether This guide explains how to plan your giving and shows you how to use tax rules efficiently to ensure that your gift reaches the right person and is not unnecessarily taxed It includes handy calculators numerous examples and sections on popular themes such as giving away your home making gifts to children and grandchildren and using trusts

International Books in Print ,1991 **South African national bibliography** ,1999 Classified list with author and title index **Research Report** University of South Africa. Bureau of Market Research,2002 **South African Marketing Cases for Decision Makers** Leyland F. Pitt,Derek Bromfield,Deon Nel,1995 In this edition the authors have added cases which are of particular relevance given the changing political climate in South Africa The cases of Llifangeni and the Olympics are of significance as they both involve international marketing Also added are cases written for examination purposes Progress Computers Pasta Bella and Pharmco a further case called Zoom and a Part B for the Blue Sky Airline case in which the SERVQUAL questionnaires are presented Other additions are the Bertie's Landing and Opus Investments cases South African Human Sciences Research Networking Directory ,1996

Readings in Local Government Management and Development P. S. Reddy,1996 Partial content Decentralisation and democratisation Local government democracy in the South African context The 1995 local government elections South Africa Namibia Mozambique Zimbabwe Constitutional reform and local government restructuring Human resource management and affirmative action Women in local government management and development Finance and development Rural local government in South Africa NGOs civil society and development Urban environmental planning and management the challenge of sustainable development African Perspectives on South Africa Hendrik W. Van der Merwe,1978

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