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Principles of Marketing, Arab World Edition

Philip Kotler, Gary Armstrong, Anwar Habib, Ahmed
Tolba

Presentation prepared by Annelie Moukaddem Baalbaki

CHAPTER ONE Marketing: Creating and Capturing Customer Value



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Xiang Xie



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Demarketing Nigel Bradley, Jim Blythe, 2013-10-23 We all understand the basic principles underpinning marketing activity to identify unfulfilled needs and desires and boost demand for the solutions a product is offering The mantra is always sell more De marketing tries for the very opposite Why would a company actively try to decrease demand There are many good reasons to do so a firm cannot supply large enough quantities or wants to limit supply to a region of narrow profit margin Or crucially to discourage undesirable customers those that could be bad for brand reputation or in the case of the finance sector high risk De marketing can yield effective solutions to these issues effectively curtailing demand yet crucially not destroying it Nevertheless the fundamental negativity of de marketing strategies often causes organisations to hide them from view and as a result they are rarely studied This then is the first book to cast light on the secretive counterintuitive world of de marketing deconstructing its mysteries and demonstrating how to incorporate them into a profit driven marketing plan A selection of thought leaders in strategic marketing mix theory with illustrative global cases providing insight into how these strategies have been employed in practice and measuring their successes and failures It s a must read for any student or researcher that wants to think differently about marketing

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control Rishi, Bikramjit, 2015-02-28 In today s increasingly connected business world there is new pressure for local brands to go global and a need for already global corporations to cater to new audiences that were previously ignored *Islamic Perspectives on Marketing and Consumer Behavior Planning Implementation and Control* brings together the best practices for entry and expansion of global brands into Islamic countries This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics

Hospitality and Tourism 2015 Salamiah A. Jamal, Salleh Mohd Radzi, Norzuwana Sumarjan, C.T. Chik, Mohd Faez Saiful Bakhtiar, 2015-10-29 *Innovation and Best Practices in Hospitality and Tourism Research* contains 71 accepted papers from the Hospitality and Tourism Conference HTC 2015 Melaka Malaysia 2 3 November 2015 The book presents the up and coming paradigms and innovative practices within the hospitality and tourism industries and covers the following topics

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