
Marketing Management South African Perspective

Marketing Management and Strategy
Turnaround Management and Corporate Renewal
Strategic Management
Management and Change in Africa
Entrepreneurship
The Changing View of Marketing Management in a South African Context
Introduction to Marketing
Fundamentals of Marketing
Marketing Management in Africa
Fresh Perspectives: Marketing
Water-Energy-Food Nexus
Marketing
Health Service Marketing Management in Africa
International Marketing
Handbook of Research Methods for Marketing Management
Strategic Management
Business Management
Business-to-Business Marketing
The Seven Dimensions of Branding
Corporate Finance
Marketing in South Africa
Marketing Management
Marketing Management
Kokoro ni kizanda sen-happyuku-nichi
Marketing Management
Principles of Management Accounting
Customer Behaviour
The Death Penalty from an African Perspective
Marketing
Achieving Excellence in Selling
Marketing Management
Business Management
Brand Management
Marketing Communications Management
Global Marketing Management
Marketing Management
Practising Strategy
Inclusive Organizational Transformation

Retail Management
Marketing Management

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Marketing Management and Strategy Juta and Company Ltd

Important marketing and industrial psychology concepts are applied to southern African business scenarios in this overview of consumer behavior. Case studies, applications, and research findings illustrate market characteristics of consumer motivation, attitudes, and loyalty. Information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family-based decision making, organizational buying behavior, and relationship-based buying.

Turnaround Management and Corporate Renewal CRC Press

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.

Strategic Management Van Schaik Publishers

This book gives readers an understanding of the factors that shape the marketing decisions of managers who operate in African economies. It brings together fifteen African cases written by scholars and executives with rich knowledge of business practices in Africa and is essential reading for both undergraduate and graduate students in marketing, international strategy and international business.

Management and Change in Africa Vernon Press

Taking a multidisciplinary approach, this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds. Chapters present methodological issues within marketing research, sharing the researchers' experiences of what does and does not work, as well as discussing challenges and avenues for innovation.

Entrepreneurship Van Schaik Publishers

"Given the common acknowledgement that strategy implementation is the greatest challenge to managers in the 21st century and the greatest reason for strategy failure we decided to focus on strategy implementation. Rather than promoting the unrealistic idea of strategy as a purely rational and deliberate outcome, this book acknowledges and explores the idea that strategy is often emergent, messy and experimental and features a number of new chapters, focusing on strategy implementation and change management, resource allocation and responsible leadership. It also includes a more detailed coverage of managing strategic risk."--Publisher's description.

The Changing View of Marketing Management in a South African Context Routledge

In a business world characterised by change, turbulence and corporate scandals, strategy is more crucial today than ever before. Far too often top management develops a strategy for the company that is never communicated to or understood by other levels.

Introduction to Marketing John Wiley & Sons

A step-by-step approach to learning and applying the principles of strategic management. Evaluates and clarifies each participant's role in the process. Includes a case study for self-assessment and self-assessment exercises based on this continue throughout the book. Aimed at both undergraduate students and practitioners.

Fundamentals of Marketing Oxford University Press, USA

Offering a re-conceptualization of our understanding of management in Africa, this work includes results of organizational surveys taken across a range of sectors in South Africa, Kenya, and Nigeria and Cameroon.

Marketing Management in Africa Oxford University Press, USA

This introductory textbook to Business Management covers all the topics most important to those interested in the business world and managing businesses in South Africa, Africa and globally.

Fresh Perspectives: Marketing Van Schaik Publishers

Achieving Excellence in Selling, now its third edition, is an outcomes-based, practical how to guide on maximising sales potential. This edition looks at sales and marketing from an increasingly southern African perspective and contains case studies to make the theoretical principles accessible. An increased emphasis on the use of technology throughout the text helps to make the text current.

Water-Energy-Food Nexus Juta and Company Ltd

This set of case studies aims to gather the best possible South African examples of marketing in theory and marketing in practice and was initiated in recognition of the need for case studies as a means of marketing training.

Marketing Pearson South Africa

Water, energy and food are key resources to sustain life, and are the fundamental to national, regional and global economies. These three resources are interlinked in multiple ways, and the term "nexus" captures the interconnections. The nexus has been discussed, debated, researched, and advocated widely but the focus is often on the pairings of "water-energy" or "water-food" or "energy-food". To really benefit from the nexus approach in terms of resource use efficiency it is essential to understand, operationalize and practice the nexus of all three resources. As demand for these resources increases worldwide, using them sustainably is a critical concern for scientists and citizens, governments and policy makers. Volume highlights include: Contributions to the global debate on water-energy-food nexus Examples of the nexus approach in practice from different regions of the world Perspectives on the future of the nexus agenda Water-Energy-Food Nexus: Theories and Practices is a valuable resource for students, research scholars and professionals in academic institutions with strong interests in interdisciplinary research involving geography, earth science, environmental science, environmental management, sustainability science, international development, and ecological economics. The volume will also be useful for professionals, practitioners and consultants in /NGOs, government, and international agencies. Read an interview with the editors to find out more: <https://eos.org/editors-vox/working-towards-a-sustainable-future>
Health Service Marketing Management in Africa Gower Publishing, Ltd.

Written by thirty-five noted management and turnaround practitioners, consultants, and academics in South Africa, this book is based on the highly successful Wits Business School (WBS) program How to Manage a Turnaround and Corporate Renewal (MATCR). WBS was one of the first business schools in the world to introduce an executive education program in turnaround management. Many of the concepts and principles from the program can be applied to various non-business turnaround aspects of life. Therefore, the book is not only aimed at management practitioners, consultants, academics, and students, but also at staff experts, engineers, accountants, and lawyers in the private sector, municipality and trade union leaders, government, organizations linked to state structures, non-profit organizations, sporting clubs, and educational institutions. It provides meaningful insights into the various processes of turnaround management and corporate renewal, including stages of a turnaround, rapid appraisal and detailed analysis, recovery plan development and implementation. Industry leaders evaluate aspects such as strategy, legal, the new business rescue legislation, finance, human resources, marketing, operations, stakeholder management as well as external and political factors. Tools and techniques that can be used to deal with many different turnaround challenges are explained in considerable detail, complemented by case studies written by people who have led successful turnarounds in South Africa.

International Marketing Juta and Company Ltd

Principles of Management Accounting 2nd edition is an accessible, entry-level management accounting textbook for university students aimed at second- and third-year students at universities and universities of technology, as well as those following MBA courses in accounting and finance. The book covers undergraduate-appropriate topics from the management accounting syllabus of the South African Institute of Chartered Accountants (SAICA). In doing so, most aspects of the relevant papers' syllabi of the Chartered Institute of Management Accountants (CIMA), as well as those of the Association of Chartered Certified Accountants (ACCA) are dealt with too. The contributors are from a range of South African tertiary institutions ensuring that the book is representative of the way management accounting is taught in this country and taking cognizance of the areas in which students have difficulty.

Handbook of Research Methods for Marketing Management AuthorHouse

This book focuses on strategies for developing consumer markets in Africa using concepts and techniques from marketing, entrepreneurship, and project management. The authors argue that entrepreneurial activity in Africa is rapid, but limited, and requires a structured approach to drive success. Beginning with an introductory chapter that frames the socio-economic and technological developments in Africa, readers are introduced to the conceptual model that provides this structured approach in four logical parts: The creative stage Entrepreneurial and enterprise activities Understanding consumer behavior and market segments A project management-based framework. This multidisciplinary approach is supplemented with many examples and cases from a variety of sectors including health care, wind and solar power, and mobile technology. Through these, readers are able to understand how the model is implemented in reality to drive innovative economic and social development. Marketing Management in Africa will prove a valuable companion to any student of marketing or entrepreneurship with a particular interest in Africa.

Strategic Management CRC Press

"Corporate Finance: A South African perspective 2e takes a fresh principles-based approach to the study of financial management. It is aimed at second and third-year students following courses in financial management in BCom or BBusSc degree programmes. The book explains financial management concepts and practice in an accessible and concise way, while supporting students with plenty of practice examples and illustrations of real-life application."--Publisher's description.

Business Management Witwatersrand University Press

What is marketing? How is value created in the marketing process? How can I develop a marketing plan? How do I conduct market research? Is the Internet the best way to help me to market my product or service, or is it a complementary distribution channel? Introduction to Marketing answers these questions and many more. This completely updated fourth edition comprises twelve chapters that focus inter alia on Consumer Behaviour, Market Segmentation, Targeting and Positioning, Integrated Marketing, Internet marketing and Service Marketing -- information you cannot afford to be without. Special features and benefits include: Well-researched South African and international case studies with questions to illustrate how the theory can be put into practice; Up-to-date examples and advice to ensure you keep abreast of the latest developments and trends, thereby giving you the tools to succeed in the work situation; Tried-and-tested information and easy-to-use format to simplify the learning process; An educator's manual to assist the lecturer. Written by professionals from two of the largest tertiary institutions in South Africa this fourth edition, has been refined through valuable feedback received from academics and practitioners alike. It is suitable for anyone studying marketing for the first time, whether in the formal or informal sectors. It will also prove to be invaluable to any entrepreneur grappling with marketing issues.

Business-to-Business Marketing Routledge

This introductory textbook to Business Management covers all the topics most important to those interested in the business world and managing businesses in South Africa, Africa and globally. They include: General management, including planning, organising, leading and control -- Financial management -- Operations management -- Purchasing -- Logistics and supply chain management -- Management Information Systems -- Marketing management and public relations -- Human resource management. The book also covers the business environment, entrepreneurship and business ethics. It has been written by distinguished authors, all experts in their respective fields from various universities and the private sector, who share their knowledge and experience with a theoretically sound but practical approach. Its intended readers are undergraduate students doing a course in Introductory Business Management as part of a degree or diploma at a university, university of technology or private college.

The Seven Dimensions of Branding Edward Elgar Publishing

Business-to-Business Marketing: An African Perspective: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for

courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies. The Authors Collectively the four authors have over 60 years of teaching and research in B-to-B marketing and management in and outside Africa. They have the managerial and consulting experience that has enabled them to combine theory with practice. Their experience and knowledge provide the needed background to uniquely integrate teaching and research with the realities of the African B-to-B market. Their command of and insight into the subject are unparalleled.

Corporate Finance Allyn & Bacon

Health Service Marketing Management in Africa (978-0-429-40085-8, K402492) Shelving Guide: Business & Management / Marketing Management The application of marketing to healthcare is a fascinating field that will likely have more impact on society than any other field of marketing. It's been theorized that an intrinsically unstable environment characterizes this very relevant emerging field, hence raising new questions. Changing regulations, discoveries, and new health treatments continuously appear and give rise to such questions. Advancements in technology not only improve healthcare delivery systems but also provide avenues for customers to seek information regarding their health conditions and influence their participatory behaviors or changing roles in the service

delivery. Increasingly, there is a shift from a doctor-led approach to a more patient-centered approach. In Africa, the importance of marketing-driven practices in improving the delivery of healthcare services cannot be overemphasized. The issue of healthcare delivery and management is significant for policymakers, private sector players, and consumers of health-related services in developing economy contexts. Scholars have strongly argued in favor of marketing and value creation in healthcare service delivery in Africa. Each country in Africa has its own issues. For example, long waiting times, unavailable medications, and unfriendly staff are just a sampling of issues affecting the acceptability of healthcare services. These examples highlight the need to utilize marketing and value creation tools in the delivery of healthcare services. Furthermore, there is a need for the integration of service marketing and management principles to enhance the delivery of quality healthcare across Africa and other developing economies which is the critical focus of this book. This book responds to calls for quality healthcare service management practices or processes from developing economy perspectives. Focusing primarily on African and other developing economy contexts, this book covers seven thematic areas: strategy in healthcare; marketing imperatives in healthcare management; product and pricing management in healthcare; distribution and marketing communications in healthcare; managing people in healthcare; physical evidence and service quality management in healthcare; and process management in healthcare.

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