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Why businesses should never underestimate the power of place. Today's business leaders are so obsessed with all things global and virtual

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that they risk neglecting the critical impact of physical place. It's a paradox of the Internet age: now that it's possible for businesses to be everywhere at once, they need to focus on what it means to be one specific place at a time. The best global brands, from IBM to McDonald's, are by design also the leading local brands. For instance, your decision to patronize Starbucks will depend on whether it's the best local coffee shop in your neighborhood, not on how many thousands of global locations it has. Marketing experts John Quelch and Katherine Jocz offer a new way to think about place in every strategic decision—from how to leverage consumer associations with locations to where to position products on the shelf. They explore case studies such as Nike and The Apple Store, which use place in creative ways. Drawing on a blend of hard data and engaging anecdotes, this book will help any business—from global mega-brands to boutique, small town stores—influence customers more effectively.

In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major reference work on this field, the Handbook of Anthropology in Business is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. Offering broad coverage of theory and practice around the world, chapters demonstrate the vibrant tensions and innovation that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal an evolving mosaic of engagement and innovation, offering a paradigm for understanding anthropology in business for years to come.

International Marketing Compact offers a new perspective in teaching international marketing. The authors address issues in a novel way by bringing in cases from advanced and emerging markets. In this connection they also discuss technological requirements of the 21st century and how these developments necessitate a change in looking at international marketing issues. The individual chapters follow the necessary steps to develop and implement projects successfully in the international market place. The knowledge, which is provided for both students and practitioners, is well balanced in terms of theoretical input and managerial application. This is the result of numerous examples presented in this book not only from Europe, but also from other markets throughout the world. The book is addressed to various student groups: those in a bachelor's program studying business, economics and international trade can well use the book to gain a broad and current perspective on trends in international marketing theory and practice. Those in a master's program for business, economics and international trade can use the book as a guide for building a theoretical background for their term projects and the case studies they analyze. Those at the PhD level in the same or similar disciplines can take a compact look at 21st century international marketing. It is also beneficial for international students, for example, for Erasmus students at European universities, who are building a common international marketing background and perspective that they can take back to their studies at their home universities.

This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your local sales representative. Get 12 months FREE access to an interactive eBook when purchasing the paperback\* Previous edition winner of the British Book Design and Production Award for "Best Use of Cross Media 2014" This easy to use resource allows students to switch from digital to the print text and back again, opening windows to the world of marketing through cases that are vibrant and engaged, links that allow

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students to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn, the 4th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition welcomes a new 3rd author and has been fully updated to include: 31 New case studies (including 5 new end of chapter and 26 new 'focus boxes'), featuring a greater number of case studies from digital/social media marketing, Uber and the sharing economy, Google and crowdsourcing and Amazon's drone delivery service. Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation, cutting edge theory. A fully updated and streamlined interactive eBook led by student feedback. Focus boxes throughout the text such as Global, Consumer, B2B and Ethical - all with a greater emphasis on digital communication - reinforce key marketing trends and relate theory to practice. Each chapter also ends with a case study revolving around topics, issues and companies that students can relate to such as Taylor Swift taking on Spotify. The new edition comes packed with features that can be used in class or uploaded onto a course management system and which students can use in their own self-directed study. Furthermore, the book is complemented by a FREE interactive eBook with access to web links, video links, SAGE journal articles, MCQ's, podcasts and flashcards, allowing access on the go and encouraging learning and retention whatever the learning style. Suitable as core reading for undergraduate marketing students.

\*Interactivity only available through VitalSource eBook included as part of paperback product (ISBN 9781526426321). Access not guaranteed on second-hand copies (as access code may have previously been redeemed).

Increasing disruption, diminishing returns, and demanding customers require business leaders to create more value, remain relevant, and stay ahead of competition. CEOs must evolve a "value creation" culture for the company in order to properly balance the interests of customers, employees, investors, and the marketplace. People who succeed, succeed because they create value, but they do so unconsciously. Creating value consciously makes you create more value and destroy less value. Doing something good or improving the well-being of someone creates value. You buy and re-buy a product on a value basis. Value dominant logic is relevant to all of us. Value creation is used in all fields, but is not well understood. This book takes value creation to the next level, showing how value is basic to human endeavor and is not focused on enough even when we try to create value. Most books on value creation focus on creating monetary value for companies. This book suggests that value is greatly created and enhanced by creating value for others. To create value for customers, one must first create value for the providers, including employees, suppliers, and the society at large. The goal is to improve the quality of life and well-being. This book provides ways of implementing these thoughts and educates readers about value and how to create it.

What do great enterprises have in common? What sort of person starts them? A single idea can help you find the next big thing, but it takes time to filter through hundreds of business books to find inspiration. With insightful commentaries on the landmark writings of old and new, 50 Business Classics presents the great entrepreneur stories, the best management thinking and the proven ideas on strategy, innovation and marketing - in one volume. 50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business lessons from the rise of tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Warren Buffett, as well as lesser-known stories including creation of

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