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Asian Marketing Casebook

Pamela J. Kalbfleisch



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Services Marketing Cases in Emerging Markets Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen, 2016-09-08 This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies It explores current issues and practices in Asia across different areas countries commercial and non commercial sectors This book is important and timely in providing a framework for instructors researchers and students to understand the service dynamics occurring in these countries It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia Students will find it interesting to compare and contrast different

markets covering important aspects related to services

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Services Marketing in Asia Jochen Wirtz, Christopher H. Lovelock, 2005

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Journal of Public Policy & Marketing, 2005

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Marketing Insights for the Asia Pacific Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan, 1996 Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region This volume incorporates a variety of unique features including a collection of 25 articles from various magazines and journals a

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