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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.

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

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marketing researchers and academics.

This user-friendly textbook offers students an overview of each aspect of the marketing process, explored uniquely from the value perspective. Delivering value to customers is an integral part of contemporary marketing. For a firm to deliver value, it must consider its total market offering – including the reputation of the organization, staff representation, product benefits, and technological characteristics – and benchmark this against competitors' market offerings and prices. Principles of Marketing takes this thoroughly into account and ensures that students develop a strong understanding of these essential values. The book also looks in detail at the impact of social media upon marketing practices and customer relationships, and the dramatic impact that new technologies have had on the marketing environment. Written by a team of experienced instructors, Principles of Marketing is an ideal companion for all undergraduate students taking an introductory course in marketing.

The Principles of Islamic Marketing fills a gap in international business literature covering the aspects and values of Islamic business thought. It provides a framework and practical perspectives for understanding and implementing the Islamic marketing code of conduct. It is not a religious book. The Islamic Economic System is a business model adopted by nearly one quarter of the world's population. Baker Alserhan identifies the features of the Islamic structure of International Marketing practices and ethics. Adherence to such ethical practices elevates the standards of behaviour of traders and consumers alike and creates a value-loaded framework for meaningful cooperation between international marketers

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and their Muslim markets. His book provides a complete guide for an organization when managing its entire marketing function or when customising part of its offering to suit Muslim customers. It addresses the challenges facing marketers involved in business activities with and within Islamic communities, the knowledge needs of academic institutions, and the interest of multinationals keen on tapping the huge Islamic markets. Along the way, Baker Alserhan provides insights into key elements such as, distribution channels, retailing practices, branding, positioning, and pricing; all within the Muslim legal and cultural norms. This second edition brings the book up to date and features a number of new case studies and two additional chapters on Maqasid Al Shariah and the Islamic economy, and a strategic perspective on Islamic marketing and branding.

The book presents high-quality research papers presented at the 1st AUE International research conference, AUEIRC 2017, organized by the American University in the Emirates, Dubai, held on November 15th-16th, 2017. The book is broadly divided into three sections: Creative Business and Social Innovation, Creative Industries and Social Innovation, Education and Social Innovation. The areas covered under these sections are credit risk assessment and vector machine-based data analytics, entry mode choice for MNE, risk exposure, liquidity and bank performance, modern and traditional asset allocation models, bitcoin price volatility estimation models, digital currencies, cooperative classification system for credit scoring, trade-off between FDI, GDP and unemployment, sustainable management in the development of SMEs, smart art for smart cities, smart city services and quality of life, effective drivers of organizational agility, enterprise product management, DEA modeling with fuzzy uncertainty, optimization model for stochastic cooperative games, social media advertisement and marketing, social identification, brand image and customer satisfaction, social media and disaster

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management, corporate e-learning system, learning analytics, socially innovating international education, integration of applied linguistics and business communication in education, cognitive skills in multimedia, creative pedagogies in fashion design education, on-line summative assessment and academic performance, cloud concept and multimedia-based learning in higher education, hybrid alliances and security risks, industry and corporate security significance, legal regulation and governance. The papers in this book present high-quality original research work, findings and practical development experiences, and solutions for a sustainable future.

Who's Who in the Arab World 2007-2008 compiles information on the most notable individuals in the Arab world. Additionally, the title provides insight into the historical background and the present of this influential and often volatile region. Part I sets out precise biographical details on some 6,000 eminent individuals who influence every sphere of public life in politics, culture and society. Part II surveys the 19 Arab Countries, providing detailed information on the geography, history, constitution, economy and culture of the individual countries. Part III provides information on the historical background of the Arab world. Indexes by country and profession supplement the biographical section. A select bibliography of secondary literature on the Middle East is also included.

EBOOK: Principles and Practice of Marketing

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