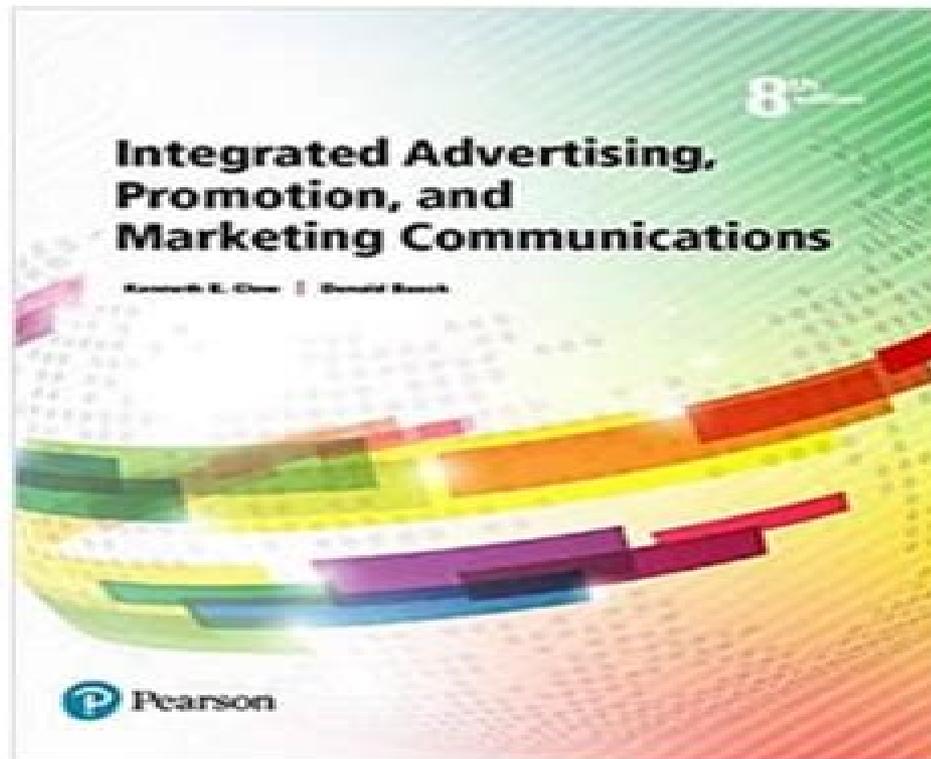


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Proceedings of the XV International symposium Symorg 2016 Ondrej Jaško, Sanja Marinković, 2016-06-03
Management in Marketing Communications, 2024-10-09 This book provides a comprehensive overview of the essential topics in the field of management in marketing communication These substantial topics are examined and addressed by scholars from the marketing and management discipline Beginning with the role of culture as a crucial element in marketing communication the book delves into various matters within the scope of marketing communication Consequently social media and its significance in modern marketing strategies are examined together with the topic of transition from offline to online marketing emphasizing the impact of accelerated digitalization and its onset during the third decade of the twenty first century Furthermore the book discusses the rapid digital transformation stimulated by the COVID 19 pandemic and thus creates room for further exploration and research Throughout the book the evolving dynamics of marketing communication in a digitalized world are examined providing a resource base for scholars conducting research in the context of modern marketing management

New Trends in Marketing and Consumer Science Tarnanidis, Theodore K., Sklavounos, Nikolaos, 2024-05-17 Marketing and consumer science are undergoing a seismic shift propelled by an array of dynamic trends and advancements Technological advancements along with shifting socioeconomic and geopolitical factors have transformed consumer behaviors and preferences in unprecedented ways As a result anticipating emerging trends and adapting strategies accordingly has become essential for success in this dynamic landscape New Trends in Marketing and Consumer Science is the groundbreaking solution poised to revolutionize how academia approaches the study of marketing and consumer science This book offers a roadmap for scholars to navigate the evolving landscape with confidence and foresight while delving into the trends shaping the future of these disciplines From AI and machine learning to sustainability and ethical marketing each chapter provides invaluable insights and practical strategies for addressing the challenges of today and anticipating those of tomorrow

Working Together to Reduce Harmful Drinking Marcus Grant, Mark Leverton, 2009-10-05 This book is intended to contribute to the World Health Organization's WHO global strategy to reduce the harmful use of alcohol It explores areas where alcohol producers technical competence can and does make a positive

contribution to reducing harmful drinking and where industry input has been welcomed by WHO The book describes each of these areas producing beer wine and spirits addressing availability of noncommercial beverages pricing marketing and selling beverage alcohol encouraging responsible choices and working with others The final chapter sets out views of how alcohol producers can contribute to reducing harmful drinking in countries where they are present The messages recurring throughout the book are that reasonable regulation provides the context for good alcohol policy excessive regulation often leads to unintended negative consequences leading producers have a proud record of making positive contributions to implementing effective alcohol policies but there are opportunities to do much more

The Oxford Handbook of Substance Use and Substance Use Disorders Kenneth J. Sher,2016-07-13 Substance use and substance use disorders SUDs have been documented in a number of cultures since the beginnings of recorded time and represent major societal concerns in the present day The Oxford Handbook of Substance Use and Substance Use Disorders provides comprehensive reviews of key areas of inquiry into the fundamental nature of substance use and SUDs their features causes consequences course treatment and prevention It is clear that understanding these various aspects of substance use and SUDs requires a multidisciplinary perspective that considers the pharmacology of drugs of abuse genetic variation in these acute and chronic effects and psychological processes in the context of the interpersonal and cultural contexts Comprising two volumes this Handbook also highlights a range of opportunities and challenges facing those interested in the basic understanding of the nature of these phenomena and novel approaches to assess prevent and treat these conditions with the goal of reducing the enormous burden these problems place on our global society Chapters in Volume 1 cover the historical and cultural contexts of substance use and its consequences its epidemiology and course etiological processes from the perspective of neuropharmacology genetics personality development motivation and the interpersonal and larger social environment Chapters in Volume 2 cover major health and social consequences of substance involvement psychiatric comorbidity assessment and interventions Each chapter highlights key issues in the respective topic area and raises unanswered questions for future research All chapters are authored by leading scholars in each topic The level of coverage is sufficiently deep to be of value to both trainees and established scientists and clinicians interested in an evidenced based approach

Advertising and Promotion George Edward Belch,Michael A. Belch,1998 Integrated Advertising Promotion , and Marketing Communication Clow Kenneth E.,2007-09 **Nonprofit Marketing** Walter Wymer,Patricia Knowles,Roger Gomes,2006-03-06 Nonprofit Marketing Marketing Management for Charitable and Nongovernmental Organizations is a conceptually strong text that gives students marketing strategies for nonprofit charitable and nongovernmental organizations while providing them with a broad treatment of marketing basics Written in an easy to follow style marketing concepts are clearly presented and supported with real world examples Key Features Offers clear coverage of marketing fundamentals A survey of marketing functions tailored specifically for nonprofit organizations provides the reader with a framework for

organizing planning and implementing marketing strategies Special treatment is given to the important areas of marketing research and marketing communications Provides in depth treatment of the most important marketing activities Covers not only the key fundamentals but also covers essential marketing functions such as direct marketing fund raising special events attracting major gifts and volunteer recruitment Addresses emerging topics Current and complete coverage is provided on social marketing and cause marketing two emerging areas that are rapidly increasing in importance in the nonprofit sector The book also includes many international examples of real world organizations to offer students a multinational perspective on nonprofit marketing Instructor s Resources Instructor Resources on CD are available to qualified adopters of Nonprofit Marketing These resources include chapter outlines discussion questions teaching tips review questions and much more Intended Audience This is an excellent text for undergraduate and graduate students studying nonprofit marketing in the fields of Marketing Public Administration Social Work Sociology Arts Administration Management and Business Meet the author users cnu edu wwymmer

Destination Marketing Rupa Rathee,Pallavi Rajain,2022-12-29 This new volume Destination Marketing Creating Memorable Tourism Experiences provides a snapshot view of various aspects of destination marketing the art of using marketing to create memorable experiences for travellers at specific destinations The book begins with an introduction of destination marketing that discusses its origin how it evolved into its present state important definitions destination marketing environments destination value chains consumer behavior along with information on segmentation targeting and positioning for destinations The authors cover various tourism attractors the most common of which include heritage tourism agro rural tourism natural scenic attractions man made attractions spiritual religious tourism wildlife tourism business tourism festivals art and culture tourism sports and adventure tourism wellness and medical tourism culinary tourism special interest tourism and stopover tourism The destination marketing mix is also discussed covering the seven P s of destination marketing Promotional tools are included as well as destination branding methods along with various brand elements destination names URLs symbols characters slogans and jingles Other chapters address destination marketing organizations such as convention and visitor bureaus that help promote and market local attractions performance measurement tools the use of social media and digital marketing tried and true strategies for destination marketing such as segmenting targeting and positioning the role of sustainability in destination marketing the gap between theory and practice in destination marketing and the future of destination marketing with a view to advancements in technology as well as health and safety issues This book will be valuable to faculty and students in hospitality programs as well as for researchers tourism marketing professionals and others interested in promoting destination tourism

Integrated Advertising, Promotion, and Marketing Communications, Student Value Edition Kenneth E. Clow,Donald E. Baack,2013-02-04 Directed primarily toward undergraduate Marketing college university majors this text also provides practical content to current and aspiring industry professionals The carefully integrated approach of this text blends

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