

SECOND EDITION

SOUTH AFRICAN MARKETING CASES

for Decision Makers

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South African Marketing Cases For Decision Makers

W. H. Shafer



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South African Marketing Cases for Decision Makers Leyland F. Pitt, Deon Nel, 2001 This collection of marketing cases from South African business seeks to highlight the changes in the marketing discipline caused by developments on the Internet SA Marketing Leyland F. Pitt, Derek Bromfield, Deon Nel, 1992 **Anthropological Approaches to**

Understanding Consumption Patterns and Consumer Behavior Chkoniya, Valentina, Madsen, Ana Oliveira, Bukhrashvili, Paata, 2020-04-03 Anthropology is a science specialized in the study of the past and present of societies especially the study of humans and human behavior The disciplines of anthropology and consumer research have long been separated however it is now believed that joining them will lead to a more profound knowledge and understanding of consumer behaviors and will lead to further understanding and predictions for the future Anthropological Approaches to Understanding Consumption Patterns and Consumer Behavior is a cutting edge research publication that examines an anthropological approach to the study of the consumer and as a key role to the development of societies The book also provides a range of marketing possibilities that can be developed from this approach such as understanding the evolution of consumer behavior delivering truly personalized customer experiences and potentially creating new products brands and services Featuring a wide range of topics such as artificial intelligence food consumption and neuromarketing this book is ideal for marketers advertisers brand managers consumer behavior analysts managing directors consumer psychologists academicians social anthropologists entrepreneurs researchers and students Branding and Positioning in Base of the Pyramid Markets in Africa Charles Blankson, Stanley Coffie, 2019-09-10 Brand management to sustain corporate reputation and customer loyalty is essential for both multinationals and indigenous firms in Africa This book provides a practical overview of country branding and positioning activities in Africa based on a broad definition of base of the pyramid BoP marketing which includes both goods and services as well as business to business marketing corporate branding and country branding The text highlights branding strategies that can be adopted in BoP markets as well as marketing mix strategies appropriate for much of the continent Taking into account the role of social networks culture and religion the book explores avenues for developing and building competitive advantage and how African countries can leverage country branding as part of the development process The book is ideal for researchers educators and advanced students in international marketing management and brand strategy who are interested in the unique branding characteristics of the African continent

Readings in Gender in Africa Andrea Cornwall, International African Institute, 2005-02-14 Readings in Gender in Africa collects the most important critical and theoretical writings on how gender issues have transformed contemporary views of Africa Scholarship from North America Europe and Africa is represented in this comprehensive volume A synthetic introduction by Andrea Cornwall discusses efforts to include women in research about Africa The volume not only shows how gender relations have been constructed on the African continent but reflects the changes in approach and inquiry that have

been brought about as scholars consider gender identities and difference in their work Specific themes covered here include the contestation and representation of gender femininity and masculinity livelihoods and lifeways gender and religion gender and culture and gender and governance Readers from across the landscape of African studies will find this an essential sourcebook Published in association with the International African Institute London Integrated Organisational Communication Rachel Barker, George Charles Angelopulo, 2005-08 This work adopts a multidisciplinary approach to corporate communication including management communication public relations organizational behavior and change marketing communication and advertising The many faceted approach adopts the perspective of a practicing communications professional emphasizes corporate branding and focuses on an integrated approach to communication

Principles and Practice of Marketing Jim Blythe, 2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you're out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it's also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It's a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe's Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green

Luxury and Fashion Marketing Satyendra Singh, 2020-12-06 The globalization of the world's markets has forced luxury brands to in turn become global and accessible in many developing countries and emerging markets As a result the demand for these luxury products has increased globally creating a need for an education in luxury that acknowledges the global perspective yet at the same time incorporates subtle regional nuances into luxury and fashion marketing Keeping this global and regional perspective **Luxury and Fashion Marketing The Global Perspective** examines the elements of luxury marketing that contribute to superior luxury brand performance Specifically this volume focuses on mission statements logos airport retailing franchising challenges in luxury marketing fashion relating to politics environment and beachwear and case studies on luxury brands and emerging markets **Luxury and Fashion Marketing The Global Perspective** is unique in that it is written in a simple and engaging style to explain the theories and concepts of luxury in relation to the ordinary in the global context Each chapter has to do activities making the book essential reading for students trainers and practitioners interested in luxury and fashion marketing and management

Small Town Tourism in South Africa Ronnie Donaldson, 2017-10-14 This book investigates small town tourism development in South Africa taking into account the most common strategies branding promotion festivals and theming The contents of the book resonate with

the intersection of the power elite and their impacts on small town tourism Because the book focuses on small town geographies in South Africa the literature on small town tourism in the country is reviewed in Chapter 2 to provide a contextual background Each subsequent chapter begins with an overview of international literature to give the conceptual context of the case studies each chapter explores In Chapter 3 the concept of small town tourism branding is illustrated by an exploration of the Richmond book town In Chapter 4 the branding theme is probed further in an investigation of two winners of the Kw la Town of the Year competition namely Fouriesburg and De Rust Chapter 5 documents the branding of Sedgfield through its proclamation as Africa s first Cittaslow slow town a process driven by the local power elite to the exclusion of town s poor who have no understanding of the intentions of the Cittaslow movement and its potential benefits for the town Chapter 6 is a case study of Greyton s tourism led rural gentrification by which a small town has transformed in three decades to become a sought after place of residence for elite immigrants so making the town a jewel tourism destination while reinforcing racial segregation Because festivals and events creations of the wealthy have made significant financial contributions to small towns Chapter 7 considers festivals and events as strategies to market and brand small towns in a particular way Case studies of the economic impacts of festivals on small towns are assessed and the assessment methodologies used are critiqued Chapter 8 provides a synthesis by drawing on the thesis of the urban growth machine by power elites

Masters Theses in the Pure and Applied Sciences W. H. Shafer, 2013-03-14 Masters Theses in the Pure and Applied Sciences was first conceived published and disseminated by the Center for Information and Numerical Data Analysis and Synthesis CINDAS at Purdue University in 1957 starting its coverage of theses with the academic year 1955 Beginning with Volume 13 the printing and dissemination phases of the activity were transferred to University Microfilms Xerox of Ann Arbor Michigan with the thought that such an arrangement would be more beneficial to the academic and general scientific and technical community After five years of this joint undertaking we had concluded that it was in the interest of all concerned if the printing and distribution of the volume were handled by an international publishing house to assure improved service and broader dissemination Hence starting with Volume 18 Masters Theses in the Pure and Applied Sciences has been disseminated on a worldwide basis by Plenum Publishing Corporation of New York and in the same year the coverage was broadened to include Canadian universities All back issues can also be ordered from Plenum We have reported in Volume 24 thesis year 1979 a total of 10 033 theses titles from 26 Canadian and 215 United States universities We are sure that this broader base for theses titles reported will greatly enhance the value of this important annual reference work While Volume 24 reports these submitted in 1979 on occasion certain universities do report theses submitted in previous years but not reported at the time

Global Perspectives on Press Regulation, Volume 2 Paul Wragg, András Koltay, 2024-02-22 In this ground breaking two volume set world leading experts produce a rich authoritative depiction of the world s press its freedom and its limits We want press freedom but we also want freedom from the press A powerful press

may expose corrupt government or aid it It may champion citizens or unfairly attack them A vulnerable press may lack supporters and succumb to conformity It may resist and overcome tyranny According to common belief press freedom involves social responsibilities to equip public debate and render government transparent Is this attitude valid given that the press is usually a private commercial actor Globally the health authority and viability of the press varies dramatically These patterns do not conform to traditional divisions between North and South East and West Instead they are much more complex How do we measure successful press regulation What concessions can the state and or society demand of the press What constitutes the irreducible core of press freedom The contributions in Volume 1 look at key jurisdictions in Europe whereas Volume 2 goes beyond Europe to analyse the situation in key jurisdictions in Asia Africa the Americas and Oceania Each volume can be used independently or as part of the complete set This work will be incredibly valuable to policy makers and academics who seek to capture the global picture for the purposes of effecting change **Chinese Economic**

Transition and International Marketing Strategy Ilan Alon, 2003-03-30 As China's markets evolve marketing strategy must adapt to meet changing circumstances Alon and his contributors provide a comprehensive look at how economic transition affects marketing strategies across a wide range of industries including telecommunications the auto industry the hospitality industry the airline industry textiles cosmetics and wine In addition they discuss the changing situation of joint ventures collective enterprises and state owned businesses Bringing divergent perspectives to bear from Hong Kong the United States the United Kingdom Australia New Zealand and China itself the marketers and scholars who contributed to this volume have integrated research relating to economic transition with strategic considerations for more effective and competitive marketing plans In addition to the industry specific information this volume includes chapters on entry barriers e-commerce market research branding and promotion *World Agricultural Economics and Rural Sociology Abstracts*, 1999

Scenarios in Marketing Gill Ringland, Laurie Young, 2007-02-06 You've chosen this book Which probably means you're a marketer you've heard of scenarios and you want to know what they can do for you Can they help with everyday marketing issues like brands channels and relationships The answer is yes Rooted in customer needs scenarios bridge the gap between corporate strategy and marketing tactics They are a weapon for perceiving the unseen and a framework for thinking the unthinkable This book's wealth of case studies will show you how they've helped top companies like Pfizer Nestle and Courvoisier to do just that and its practical lessons will show how they can do exactly the same for you Gill Ringland and Laurie Young have gathered top flight contributors to offer the first straightforward account of scenario planning for marketers In readable chapters they show how by integrating scenarios into the wider marketing toolkit you can make your organization more customer driven and consider a wider range of possibilities than your competitors They explore how scenarios have driven creativity in a range of consumer marketing applications even in FMCG sectors and define their role in distribution channel management brand management and customer management strategy Finally they show how marketing

scenarios can help to promote wider corporate innovation The rich pictures painted by scenarios have made business strategy more visionary and creative and they re set to do the same with marketing strategy Read this book and make sure it s your organization holding the brush Tourism Management in Southern Africa ,2003 **The Dry Forests and Woodlands of Africa** Emmanuel N. Chidumayo,Davison J. Gumbo,2010-09-23 The dry forests and woodlands of Sub Saharan Africa are major ecosystems with a broad range of strong economic and cultural incentives for keeping them intact However few people are aware of their importance compared to tropical rainforests despite them being home to more than half of the continent s population This unique book brings together scientific knowledge on this topic from East West and Southern Africa and describes the relationships between forests woodlands people and their livelihoods Dry forest is defined as vegetation dominated by woody plants primarily trees the canopy of which covers more than 10 per cent of the ground surface occurring in climates with a dry season of three months or more This broad definition wider than those used by many authors incorporates vegetation types commonly termed woodland shrubland thicket savanna wooded grassland as well as dry forest in its strict sense The book provides a comparative analysis of management experiences from the different geographic regions emphasizing the need to balance the utilization of dry forests and woodland products between current and future human needs Further the book explores the techniques and strategies that can be deployed to improve the management of African dry forests and woodlands for the benefit of all but more importantly the communities that live off these vegetation formations Thus the book lays a foundation for improving the management of dry forests and woodlands for the wide range of products and services they provide Mandated Corporate Social Responsibility Nayan Mitra,René Schmidpeter,2019-08-28 This book examines the Indian mandate for Corporate Social Responsibility CSR and its implementations in various individual organizations Although the mandate is applicable only to certain large and stable companies many believe that India is poised to become the birthplace of social economic and environmental transformation given the immense size of the Indian population and its challenging socio economic index The book explores the various facets of CSR investigation and places special emphasis on the Schedule VII of the Indian Companies Act of 2013 which defines specific areas of intervention for these companies In addition it provides a wealth of first hand case studies that exemplify the ongoing developments and the fundamental challenges and opportunities of mandated CSR **Cases on Effective Destination Management** Alkier, Romina,Catenazzo, Giuseppe,Milojica, Vedran,Zajac, Aleksandra,2025-01-02 In modern tourism destination managers grapple with multifaceted challenges ranging from preserving natural and cultural historical assets to the pervasive issue of over tourism Cases on Effective Destination Management presents a curated selection of research based case studies exploring diverse methodologies essential for effective destination management These cases whether grounded in literature empirical data or a fusion of both dissect the intricacies of research methodologies in tourism and destination management The narratives unfold to unravel the practical implications of the

research outcomes offering readers a tangible and insightful guide for collecting interpreting and leveraging data to construct robust destination management strategies The book s primary audience encompasses students pursuing management and business administration focusing on tourism transportation and hospitality management In these cases scholars will find a wellspring of inspiration to fuel their research inquiries Additionally practitioners entrenched in the intricacies of tourism and related fields will discover a valuable resource that guides their analyses and augments decision making processes

Biosafety Decisions and Perceived Commercial Risks: The Role of GM-Free Private Standards
Guillaume Gruère, Debdatta Sengupta, Feasibility of establishing a market information system in the Horn of Africa: Insights from northern Kenya Gesare, A., Chelanga, P., Banerjee, R., 2017-04-30

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