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Marketing Management Philip Kotler, 1997 Focuses on the major decisions that marketing managers and top management in their efforts to harmonize the organization's objectives, capabilities and resources with marketplace needs and opportunities

ICGCS 2021 Jendrius Jendrius, Bernadette P. Resurreccion, Adis Duderija, Keppi Sukei, Ike Revita, Andri Rusta, Rozidateno Putra Hanida, 2022-04-12 Responding to evolving challenges toward achieving gender equality and social inclusion 30-31 August 2021 Indonesia This event organized by Pusat Studi Gender Anak dan Keluarga PPGAK The Center of Gender Children and Family Studies Universitas Andalas aims to promote new insights and discussion about the current global perspectives considering the differences in academic and subject fields approaches across time, countries and economic sectors with its implications and to improve and share the scientific knowledge on gender research. It is meant to open our horizon that the issue of gender and social inclusion may be viewed from various disciplines and perspectives. This book constitutes the refereed post-conference proceedings of the 1st International Conference in Gender Culture and Society held online from Padang, Indonesia, August 30-31, 2021. The 85 revised full papers were carefully selected from 124 submissions. The papers are organized thematically in gender culture and society. The papers present a wide range of insights and discussion about the current global perspectives on gender research

Equity Crowdfunding in Sports Clubs Szczepan Kościółek, 2023-10-10 This is the first book to focus on crowdfunding in sport. Crowdfunding is an important new financial instrument that is becoming more popular with sports organisations and this book examines the research evidence for crowdfunding and considers how it might be successfully implemented. Presenting international cases and data including from European football, the book explains how crowdfunding campaigns have to be fully integrated with strategic marketing plans and require a solid understanding of the needs and motivations of potential investors, consumers and fans. The book sets out a theoretical framework for applying strategic marketing in the context of crowdfunding in sports clubs, introduces the key characteristics of the sports crowdfunding market and funders' behaviours in the crowdfunding campaigns of sports clubs, examines the market segments of the campaigns, funders and presents recommendations for developing marketing mix programs to target them. This is important reading for any researcher, advanced student or practitioner with an interest in sport business, sport marketing, sport finance, consumer behaviour in sport or entrepreneurship, innovation or technology in sport. The Open Access version of this book available at www.taylorfrancis.com has been made available under a Creative Commons Attribution Non-Commercial No Derivatives CC BY-NC-ND 4.0 license

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is iPhone *ICSTIAMI 2019* Tulus Suryanto, Ferry Jie, Abdul Talib Bon, Yulianto Yulianto, Resista Vikaliana, 2021-01-27 We are delighted to introduce the proceedings of The International Conference on Science and Technology in Administration and Management Information 2019 ICSTIAMI 2019 ICSTIAMI 2019 is the premier international academic conference on Science and Technology in Administration and Management Information The theme of ICSTIAMI 2019 was held in Jakarta Indonesia is Sustainable Development from Research to Actions This conference is organized by Institut Ilmu Sosial dan Manajemen Stiami Jakarta Indonesia and cooperation with Huachiew Chalermprakiet University HCU Thailand Universitas Sultan Zainal Abidin Unisza Malaysia Universiti Tun Hussein Onn Malaysia UTHM Universitas Widya Mataram Yogyakarta Indonesia Universitas Pakuan Bogor Indonesia and STEBI Lampung Indonesia IC STIAMI 2019 has brought researchers developers and practitioners around the world to reach out to the administration and management community and to receive high quality exposure to leading and upcoming administration and management scientists from around the world The technical program of ICSTIAMI 2019 consisted of 122 full papers The conference tracks were Track 1 Public Sector Management Track 2 Business Management and Accounting Track 3 Law and Social Humaniora Telemedicine and Electronic Medicine Halit Eren, John G. Webster, 2018-10-08 The E Medicine E Health M Health Telemedicine and Telehealth Handbook provides extensive coverage of modern telecommunication in the medical industry from sensors on and within the body to electronic medical records and beyond Telemedicine and Electronic Medicine is the first volume of this handbook Featuring chapters written by leading experts and researchers in their respective fields this volume Describes the integration of and interactions between modern eMedicine telemedicine eHealth and telehealth practices Explains how medical information flows through wireless technologies and networks emphasizing fast deploying wireless body area networks Presents the latest developments in sensors devices and implantables from medical sensors for mobile communication devices to drug delivery systems Illustrates practical telemedicine applications in telecardiology teleradiology teledermatology teleaudiology teleoncology acute care telemedicine and more The E Medicine E Health M Health Telemedicine and Telehealth Handbook bridges the gap between scientists engineers and medical professionals by creating synergy in the related fields of biomedical engineering information and communication technology business and healthcare **Indian Business Scenario Opportunities & Challenges** M. Ganesh Babu Dr. Bandaru Srinivasa Rao G. Vani Dr. Sivakumar Deene R. Rajkumar, Di Çiğam İunibhârsiti Jârñâla Aba Bijanesa Eđaministresâna, 2009 **MARKETING MANAGEMENT 14/E** Philip Kotler, Kevin L. Keller, Fabio Ancarani, Michele Costabile, 2014-01-10 Marketing Management il manuale di marketing di gran lunga pi  lungo e noto del mondo Libro di testo ideale per programmi MBA Master of Science e corsi delle Lauree Magistrali divenuto negli anni un volume must have nella biblioteca di ogni manager consulente o professional che a qualunque titolo opera nella gestione di imprese e organizzazioni pubbliche e private Ed anche divenuto un riferimento per tutti coloro che intraprendono i percorsi di studio accademici pi  avanzati i e programmi PhD Master of Philosophy e dottorati

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