

Marketing The South African Edition By Lamb

Marketing 5e is prescribed in departments of Management, Marketing or Business Management at universities and universities of technology. It is an introductory level subject which is predominantly taught at first year level. Most universities teach Marketing over a semester. Marketing 5th Edition covers issues like pricing, product labelling and sponsorship and includes a wealth of examples to guide students through current topics such as green marketing and marketing communication. This new edition is written in a more accessible way to assist students to grasp new concepts

This collection of marketing cases from South African business, seeks to highlight the changes in the marketing discipline caused by developments on the Internet.

Management 4e is an introductory text that provides internationally accepted management theories within the framework of South African and southern African organisational practices.

Western investors, project managers and business pioneers who wish to tap this dynamic market must master African marketing methods. Author Jeffrey A. Fadiman considers Africa as the West's commercial blind spot. We have ignored it since the 1960s and thus have never learned how Africans do business.

This book offers theoretical and practical insights into the marketing of higher education in Africa. It explores the key players, challenges and policies affecting higher education across the continent; their marketing strategies and the students' selection process. While acknowledging the vast size of the continent, this book aims to provide an understanding of the dynamics of higher education in Africa. This book recognises the private and government involvement in higher education provision and students and staff as stakeholders in the marketisation process. Strategic efforts are directed by universities to attract prospective students. This book further addresses issues such as the responses of higher education sectors to the notion of markets and marketing; consumerism and competition in higher education in Africa; conceptions of the commodification of higher education in Africa; and the dominance of Western epistemologies and their influence in transforming higher education sectors. Students as consumers in increasingly marketised higher education sectors in Africa are also discussed. Though primarily for marketing students and academic researchers, the book's feature of blended theoretical and practical knowledge means that it will also be of interest to marketing practitioners and university managers.

"This book explores the social impact and influence of social media on online businesses"--

This book takes a fresh look at marketing and covers relevant and topical issues in the marketing world. This book not only covers the fundamental marketing issues but also focuses on emerging issues such as leadership in marketing, marketing metrics and the contribution to ROI, customer value and retention as prime strategies and marketing in developing countries. The book has been developed for South African students with a South African frame of reference. The well-designed text with ample examples and case studies will enable the students to understand and identify with this book.

Green marketing has risen in prominence over recent years as corporations face calls to lower their carbon footprint, engage in socially responsible practices, and promote sustainable ways of conducting business. In emerging economies, social, economic, and environmental problems resulting from rapid industrialisation requires urgent attention. Promoting environmentally responsible practices through green marketing has been identified as a key solution. This book provides theoretical and practical insights into how businesses in emerging economies can integrate green objectives into their marketing activities to achieve sustainable outcomes and attain green-focused goals. It discusses green marketing from strategic and operational perspectives, which considers target consumers, products, processes, promotion and sustainability of resources and presents the institutional logic of embedding greenness across organisational marketing activities. Issues concomitant to green marketing such as consumer buying behaviour of green products, green integrated marketing communication, green product management, green initiatives in logistics social responsibility, greenwashing and the need for transparency, and green marketing orientations and firm performance, are covered in the book. Ultimately, this collection contributes to and extends theoretical conversations on green marketing while also providing actionable recommendations for organisations and the larger society in emerging economies. Chipso Mukonza is a Lecturer at the Tshwane University of Technology in Polokwane, South Africa. Ogechi Adeola is an Associate Professor of Marketing at the Lagos Business School, Pan-Atlantic University, Nigeria. Isaiah Adisa is a management researcher and consultant based in Nigeria. Robert E. Hinson is a Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School. Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich, United Kingdom.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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A comprehensive introduction to marketing in the tourism and hospitality industry, written from a southern African perspective

The dismantling of the apartheid regime in South Africa caused massive transformation in both geographical and economic terms, not only in this country but also in the region as a whole. As the post-apartheid government enters its second term, this captivating volume assesses its progress in unravelling the geography of apartheid, both in South Africa itself and in its relationships with other countries in Southern Africa and Africa. It also considers the ways in which South Africa, now that it is no longer a pariah state, has begun to position itself within the current global economy. Examining South Africa's land and agriculture, mining and minerals, manufacturing, tourism, corporate finance, the labour market and transport, the volume discusses the challenges of balancing growth and redistribution, the extent and nature of progress, change and relationships within the regional and global economy. A compelling investigation into the economics of South Africa's neighbouring states in relation to their natural resources, colonialism and inter-relationships with themselves and with South Africa leads to a focus on the region as a whole and its relations with the global economy.

Aviation is one of the most widely talked about industries in the global economy and yet airlines continue to present an enigma. Between 2010 and 2018 the global airline industry experienced its longest period of sustained profitability; however, huge global profits hid a darker side. Many airlines made inadequate profits or serious losses while others collapsed entirely. This fifth edition of Flying Off Course explains why. Written by leading industry expert, Rigas Doganis, this book is an indispensable guide to the inner workings of this exciting industry.

Providing a complete, practical introduction to the fundamentals of airline economics and marketing, it explores the structure of the market, the nature of airline costs, issues around pricing and demand, and the latest developments in e-commerce. Vibrant examples are drawn from passenger, charter and freight airlines to provide a dynamic view of the entire industry. This completely updated edition also explores the sweeping changes that have affected airlines in recent years. It includes much new material on airline alliances, long-haul low-cost airlines, new pricing policies and ancillary revenues in order to present a compelling account of the current state of the airline industry. Offering a practical approach and peppered with real examples, this book will be valuable to anyone new to the airline industry as well as those wishing to gain a wider insight into its operations and economics. For undergraduate or postgraduate students in transport studies, tourism and business the book provides a unique insider's view into the workings of this exciting industry.

Business-to-Business Marketing: An African Perspective: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies. The Authors Collectively the four authors have over 60 years of teaching and research in B-to-B marketing and management in and outside Africa. They have the managerial and consulting experience that has enabled them to combine theory with practice. Their experience and knowledge provide the needed background to uniquely integrate teaching and research with the realities of the African B-to-B market. Their command of and insight into the subject are unparalleled.

This is an updated South African edition of the narrative textbook covering the strategies of South African companies which have, through marketing interventions, repositioned themselves or grown market share.

This book analyses South Africa's wine industry and its key geological, geographical, and climatic conditions. It describes the major grape varieties and wine styles. A section on the challenges the industry faces is followed by an inspection of the major growing areas of South Africa and the most important producers operating in each one.

Seven country case studies of fish marketing and distribution patterns are presented in this collection. Country studies of Burundi, Lesotho, Malawi, Tanzania, Uganda, Zambia, and Zimbabwe were prepared in accordance with a recommendation of the Technical Consultation on Aquaculture and Human Nutrition (Maseru, Lesotho, 5-8 June 1989). The selected countries represent a considerable range of circumstances in terms of such dimensions as territorial extent, access to marine or freshwater resources, domestic production capacities, and traditions of fisheries and fish consumption. An introductory overview chapter provides a summary account based on the format used for each of the case presentations, and sets out general recommendations for further development action on a region-wide basis.

Will he ever find his love again or will she always just be a memory?

Strategic Marketing of Higher Education in Africa explores higher education marketing themes along the lines of understanding higher education markets, university branding and international marketing strategies, digital marketing, and student choice-making. The Higher Education landscape around the world is changing. There is global competition for students' enrolments, universities are competing within their home market as well as in the international market, and as government funding for public universities is reducing there is pressure on universities to seek additional income by increasing their student enrolment. African universities are not an exception in this competitive market. This book is unique in providing a composite overview of strategic marketing and brand communications of higher education institutions in Africa. It recognises that there is a growing need for universities to understand the stakeholders and develop strategies on how best to engage with them effectively. Highlighting the unique characteristics, nature, and challenges of African universities, this book explores the marketisation strategies of African universities, with focus on the strategic digital marketing and brand management. The book provides significant theoretical and marketing practice implications for academics, higher-education administrators, and practitioners on how best to market higher education in Africa and reach out to prospective students. International practitioners aiming to market to Africans and start a partnership with an African university will also find this relevant in understanding the dynamics of the African market.

In *From Witblits to Vuvuzelas*, Dale Hefer, founding director of the Chillibush Group of Companies, shares a wealth of advice with South African marketers in the New South Africa. In a rapidly evolving industry, new and innovative ways of understanding target markets, objectives and go-to market opportunities are required. For this reason, the book dispels popular myths about which part of the population makes up the 'main market', provides novel guidelines based on the author's years of experience with clients and incorporates invaluable insight from local marketing legends. Personal anecdotes illustrate key concepts, while the main focus of the book is on our diverse culture and the challenges and pitfalls that marketers encounter in this country. Informative, witty and accessible, *From Witblits to Vuvuzelas* is an essential tool for anyone in the marketing industry or for those who want to enter the world of marketing.

This is both a guide and tribute to the strange and surreal people, places and things that make South Africa great. The text presents an off-the-radar directory of idiosyncratic attractions for all those who have dreamt of jumping in their car and following a road less travelled.

Consumer Behaviour second edition covers the essential concepts of a subject that straddles both marketing and industrial psychology. The textbook focuses on both the internal and external factors which impact the decision-making process. The title includes the latest perspectives and theories along with examples of how these can be applied in practice. The textbook is written for senior undergraduate students who are studying Consumer Behaviour as part of their degree in Marketing or Industrial Psychology at a university, or as part of a National Diploma in Marketing.

This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry, and provides comprehensive coverage of marketing theories for students.

As marketing professionals look for more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. The

Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption is a critical scholarly resource that examines the role of social marketing in understanding and changing behavior regarding the negative impacts of consuming animal-based foods. Featuring coverage on a broad range of topics, such as the psychology of meat consumption, food waste, and meat substitutes, this publication is geared towards academicians, students, and professionals seeking current research on social marketing interventions and the demarketing of meat.

This one-of-a-kind reference tool provides vital market & trade development information. Part I contains three separate sections: introduction, reference & contacts (describes the international & regional organizations, research centers, & financial institutions that facilitate international trade). Part II is divided into two groups of Sub-Saharan African countries: first & second tier; each group has an introductory overview, & information on exports & imports, on investment & trade barriers, & on the best prospects for U.S. investment & exports. Contacts & selected publications also are included.

Health Service Marketing Management in Africa (978-0-429-40085-8, K402492) Shelving Guide: Business & Management / Marketing Management The application of marketing to healthcare is a fascinating field that will likely have more impact on society than any other field of marketing. It's been theorized that an intrinsically unstable environment characterizes this very relevant emerging field, hence raising new questions. Changing regulations, discoveries, and new health treatments continuously appear and give rise to such questions. Advancements in technology not only improve healthcare delivery systems but also provide avenues for customers to seek information regarding their health conditions and influence their participatory behaviors or changing roles in the service delivery. Increasingly, there is a shift from a doctor-led approach to a more patient-centered approach. In Africa, the importance of marketing-driven practices in improving the delivery of healthcare services cannot be overemphasized. The issue of healthcare delivery and management is significant for policymakers, private sector players, and consumers of health-related services in developing economy contexts. Scholars have strongly argued in favor of marketing and value creation in healthcare service delivery in Africa. Each country in Africa has its own issues. For example, long waiting times, unavailable medications, and unfriendly staff are just a sampling of issues affecting the acceptability of healthcare services. These examples highlight the need to utilize marketing and value creation tools in the delivery of healthcare services. Furthermore, there is a need for the integration of service marketing and management principles to enhance the delivery of quality healthcare across Africa and other developing economies which is the critical focus of this book. This book responds to calls for quality healthcare service management practices or processes from developing economy perspectives. Focusing primarily on African and other developing economy contexts, this book covers seven thematic areas: strategy in healthcare; marketing imperatives in healthcare management; product and pricing management in healthcare; distribution and marketing communications in healthcare; managing people in healthcare; physical evidence and service quality management in healthcare; and process management in healthcare.

Marketing Tourism in South Africa Oxford University Press

This book explores how social media is used in South Africa, through a range of case studies exploring various social networking sites and applications. This volume explores how, over the past decade, social media platforms have deeply penetrated the fabric of everyday life. The author considers South Africans' use of wearable tech and use of online health and sports tracking systems via mobile phones within the broader context of the digital data economy. The author also focuses on the dating app Tinder, to show how people negotiate and redefine intimacy through the practice of online dating via strategic performances in pursuit of love, sex and intimacy. The book concludes with the use of Facebook and Twitter for social activism (e.g. Fees Must Fall), as well as networked community building as in the case of the #ImStaying movement. This book will be of interest to social media academics and students, as well as anyone interested in social media, politics and cultural life in South Africa.

"...combines foundational marketing theory and practical experience and illustrates the latest advances in international trade agreements and legislation with specific reference to the southern African region"--Cover.

The new edition of Marketing continues the established tradition of adding value far beyond the expectations of students and instructors. Extensive research has been done to ensure this edition provides a comprehensive, up-to-the-minute introduction to the field of marketing. Key principles are illustrated by hundreds of fresh, new examples, while the latest concepts and theories are covered in detail with numerous illustrations. Organized around the marketing mix, this thoroughly revised text provides students with an exhilarating introduction to the dynamic world of marketing.

In this edition, the authors have added cases which are of particular relevance, given the changing political climate in South Africa. The cases of Lililangeni and the Olympics are of significance, as they both involve international marketing. Also added are cases written for examination purposes - Progress Computers, Pasta Bella and Pharmco - a further case called Zoom, and a Part B for the Blue Sky Airline case in which the SERVQUAL questionnaires are presented. Other additions are the Bertie's Landing and Opus Investments cases.

South Africa Mineral & Mining Sector Investment and Business Guide - Strategic and Practical Information

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