

Services Marketing An Asia Pacific Perspective Hardcover

Climate change is one of the most significant challenges to global economic development. Left unchecked, continued global warming could cause worldwide social and environmental disruption. The Asia and Pacific region is more vulnerable to climate change risks than other regions due to its dependence on the natural resources and agriculture sectors. Densely populated coastal areas, weak institutions, and the poverty of a considerable proportion of its population add to the susceptibility of this region. Adaptation—making adjustments in natural or human systems in response to actual or expected climate stimuli— becomes a key strategy for sustaining economic growth. This volume examines the framework conditions for integrating climate change adaptation measures into agriculture, water, and natural resources management activities for the Asia and Pacific region. Based on the review of country experiences, the book describes key dimensions, suggests interventions for further exploration, and serves as a basis for planning and mainstreaming climate change adaptation into sectoral planning

As Asian marketing becomes more sophisticated, so too does Asian advertising. This book unravels the 100 most outstanding advertising campaigns from Asia, Australia and New Zealand to reveal the creative process and forces behind each campaign, to help readers better understand what advertising is all about in Asia. It looks into what makes each campaign tick by giving a complete rundown of its objectives, strategy, creative synergy and results

*The business world now demands that service marketing organisations pay increasing attention to customer satisfaction, service quality, and customer service. This first Asia-Pacific edition of *Services Marketing: Concepts, Strategies and Cases* examines the field of services marketing from a managerial perspective and presents a competitive strategy relevant to a broad range of organisations operating within today's service economy. Combining a solid theoretical foundation with practical examples, the importance of business-to-business, global, technological and ethical issues are also highlighted. Specific customer service issues are explored, as well as the skills essential to growing and sustaining a loyal customer base. A set of local and international cases representing a variety of service industries further illustrate services marketing concepts in an Asia-Pacific context. *Services Marketing: Concepts, Strategies and Cases* equips students in the Asia-Pacific region with the knowledge necessary to successfully market a business servicing today's customer focused organisational culture.*

International Arbitration Law Library Volume 59 The eastward shift in international dispute resolution has already involved initiatives not only to improve support for international commercial arbitration (ICA) and investor-state dispute settlement (ISDS) but also to develop alternatives such as international commercial courts and mediation. Focusing on these initiatives and their accompanying case law and trends in the Asia-Pacific region, this invaluable book challenges existing procedures and frameworks for cross-border dispute resolution in both commercial and treaty arbitration. Specially assembled for this project, an outstanding team of experienced and insightful arbitrators and scholars describes pertinent developments including: ICA and ISDS in the context of China's Belt and Road Initiative; the Singapore Convention on Mediation; the shift to virtual hearings and other challenges from the COVID-19 pandemic; mistrust of the application of the rule of law in certain East Asian jurisdictions; growing public concern over ISDS arbitration; tensions between confidentiality and transparency; and potential regional harmonisation of the public policy exception to arbitral enforcement. The contributors chart evolving practices and high-profile cases to make informed observations about where changes are needed, as well as educated guesses about the chances of reforms being successful and the consequences if they are not. The main jurisdictions covered are China, Hong Kong, Japan, Malaysia, India, Australia and Singapore. The first in-depth study of recent trends in dispute resolution practice related to business in the Asia-Pacific region, the book's practical analysis of new resources for dealing with the increasing competition among countries to become credible regional dispute resolution hubs will prove to be of great value to specialists in the international business law sector. Lawyers will be enabled to make informed decisions on which venue and dispute resolution methods are the most suitable for any specific dispute in the region, and policymakers will confidently assess emerging trends in international dispute resolution policy development and treaty-making.

Global Perspectives

Services Marketing Interactive Approach

Relevance and Use of Literature Reviews

New Frontiers in Asia-Pacific International Arbitration and Dispute Resolution

Marketing Insights for the Asia Pacific

International Marketing

*Financial Services Marketing: an international guide to principles and practice contains the ideal balance of marketing theory and practice to appeal to advanced undergraduates and those on professional courses such as the Chartered Institute of Banking. Taking an international and strategic view of an increasingly important and competitive sector, Financial Services Marketing adopts a fresh approach in terms of structure, and is organised around the core marketing activities of marketing for acquisition and marketing for retention. Financial Services Marketing features: * Strong international focus: case studies and vignettes representing Asia-Pacific, Europe and the US. * Comprehensive coverage, focusing on both B2B and B2C marketing. * Expert insights into the latest innovations in the sector, from technological developments, CRM and customer loyalty to issues of social responsibility. Financial Services Marketing will help both the student and the practitioner to develop a firm grounding in the fundamentals of: financial services strategy, customer acquisition, and customer development. Reflecting the realities of financial services marketing in an increasingly complex sector, it provides the most up-to-date, international and practical guide to the subject available.*

This book explores sport marketing analytics, an essential and crucially important aspect of contemporary sport business. Successful sport marketing begins and ends with the consumer, so understanding the consumer experience is critical. Marketing Analysis in Sport Business demonstrates how rigorous analytical procedures are the key to developing effective, evidence-based marketing practices that reflect real consumer needs. Presenting cutting-edge case studies of sport marketing analytics in action, the book explores topics such as digital communications,

social media, digital ticketing, event marketing, the economic impact of COVID-19, developing sport brands, and conducting research with athletes and event participants. Written by a team of authors from 15 countries, including Australia, China, France, Iran, Italy, Japan, Mexico, New Zealand, Serbia, South Korea, Spain, Taiwan, the UK, the US and Venezuela, the book offers insight from a variety of cultural contexts and new perspectives on the global sport industry. Marketing Analysis in Sport Business is illuminating reading for any advanced student, researcher or professional working in sport business and management, sport development, marketing, strategic management, or international business.

A UN report recently found that the Asia Pacific is the world's most disaster-prone region. Indeed, considering that the region accounts for more than half of the total number of disasters in the world, building capacity and resilience to mitigate the devastating impact of disasters is a pressing task for local actors. This book takes a regional, multidisciplinary and multi-actor approach to improve understandings of how various actors respond to natural and human-induced disasters in the Asia-Pacific region. It examines the ideas and activities of four different categories of agents: civil society; military and state institutions; local cultural knowledge and the media; and economic initiatives, and these themes are approached from various academic disciplines, ranging from anthropology and cultural studies to economics, human geography and political science. The contributors draw their findings from a variety of countries in the region, including China, Fiji, India, Indonesia, Japan, Myanmar and Samoa, and importantly, focus on the interconnection between vulnerability and resilience. In turn, the book highlights how the nature and magnitude of disasters are influenced by social conditions, and aims to contribute to policies that prioritize development opportunities to enhance resilience. Further, it explores the complicated and multifaceted role of agency in building resilience, and presents a comparative framework for analysis and key findings from the Asia-Pacific region. The focus of this book on recent and ongoing disasters makes it a topical and timely contribution to the growing field of disaster management, and as such it will appeal to students and scholars of environmental studies, development studies and Asian politics.

This book reviews progress with regional cooperation and integration in Asia and the Pacific and explores how it can be reshaped to achieve a more resilient, sustainable, and inclusive future. Consisting of papers contributed by renowned scholars and Asian Development Bank staff, the book covers four major areas: public goods, trade and investment, financial cooperation, and regional health cooperation. The book emphasizes how the region can better leverage regional integration to realize its vast potential as well as overcome challenges such as the coronavirus disease (COVID-19) pandemic.

Services Marketing: People, Technology, Strategy (Ninth Edition)

Branding and Promotion in Cities

A Case Book

Services Marketing

The Most Successful Campaigns in Asia-Pacific and the Marketing Strategies Behind Them

Development, Operation, and Impact

Combining conceptual rigor with real-world and practical applications, this combination text/reader/casebook explores both concepts and techniques of marketing for a broad range of service categories and industries.

An essential how-to guide for companies doing business Asia Pacific Despite the growing economic importance of the Asia Pacific region, Western firms remain underrepresented. To remedy this situation, Western firms must approach their operations in Asia strategically, by questioning many of the traditional assumptions of Western business. While Japan has been the subject of much Western scrutiny, the other nations in the region—South Korea, Taiwan, Singapore, the Philippines, Malaysia, Hong Kong, Indonesia, China, and Thailand—have been virtually overlooked. Strategies for Asia Pacific, the culmination of two decades of research and direct professional experience, is written to provide Western companies with a hands-on approach to doing business in Asia Pacific. The authors first define the region's key characteristics, its role in the world economy, and key features of market and consumer behavior. The book then turns to an overview of the competitive market for developing business there, outlining what is required to design and manage joint-ventures. The final chapters examine the prospective pitfalls in managing Asia Pacific operations and the human resource issues associated with such operations before concluding with projections for future trends in the development of the region.

In recent years the tremendous growth of the service sector—including international trade in services—has outstripped that of manufacturing in many industrialized nations. As the importance of services has grown, economists have begun to focus on policy issues raised by them and have tried to understand what, if any, differences there are between production and delivery of goods and services. This volume is the first book-length attempt to analyze trade in services in the Asia-Pacific region. Contributors provide overviews of basic issues involved in studying the service sector; investigate the impact of increasing trade in services on the economies of Taiwan, Korea, and Hong Kong; present detailed analyses of specific service sectors (telecommunications, financial services, international tourism, and accounting); and extend our understanding of trade in services beyond the usual concept (measured in balance of payment statistics) to include indirect services and services undertaken abroad by subsidiaries and affiliates.

The increasing dominance of the Asia-Pacific region as a source of international business growth has created a dynamic and complex business environment. For this reason, a sound understanding of regional economies, communities and operational challenges is critical for any international business manager working in a global context. With an emphasis on 'doing business in Asia', Contemporary International Business in the Asia-Pacific Region addresses topics that are driving international business today. Providing content and research that is accessible to

local and international students, this text introduces core business concepts and comprehensively covers a range of key areas, including trade and economic development, dimensions of culture, business planning and strategy development, research and marketing, and employee development in cross-cultural contexts. Written by authors with industry experience and academic expertise, Contemporary International Business in the Asia-Pacific Region is an essential resource for students of business and management.

Services Marketing in Asia

Cases in Marketing Management and Strategy

Defamiliarizing Japan's Asia-Pacific War

Casino Industry in Asia Pacific

Public Relations in Asia Pacific

Trade in Services in the Asia-Pacific Region

This new edition balances the theoretical and the practical for advanced undergraduates, those specialising in financial services at postgraduate level, individuals undertaking professional courses such as those offered by the IFS School of Finance, and employees working within the financial services sector. Ennew & Waite draw from global business cases in both B2B and B2C marketing, taking a unique approach in terms of structure by splitting discussion between marketing for acquisition and marketing for retention. This fully updated and revised second edition features: A revised approach to the industry in the light of the global financial crisis, including ethical considerations, consumer confidence issues, and new approaches to regulation New sections on e-commerce and its impact on customer relationships New case studies and vignettes A new companion website to support teaching, including PowerPoint slides, test bank questions, additional cases and cameo video mini-lectures. Financial Services Marketing 2e will help the student and the practitioner to develop a firm grounding in the fundamentals of financial services strategy, customer acquisition and customer development. Reflecting the realities of financial services marketing in an increasingly complex sector, it provides the most up-to-date, international and practical guide to the subject available.

Services Marketing: People, Technology, Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples. This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view. Supplementary Material Resources: Resources are available to instructors who adopt this textbook for their courses. These include: (1) Instructor's Manual, (2) Case Teaching Notes, (3) PowerPoint deck, and (4) Test Bank. Please contact sales@wspc.com. Key Features:

This wide-ranging collection seeks to reassess conventional understanding of Japan's Asia-Pacific War by defamiliarizing and expanding the rhetorical narrative. Its nine chapters, diverse in theme and method, are united in their goal to recover a measured historicity about the conflict by either introducing new areas of knowledge or reinterpreting existing ones. Collectively, they cast doubt on the war as familiar and recognizable, compelling readers to view it with fresh eyes. Following an introduction that problematizes timeworn narratives about a "unified Japan" and its "illegal war" or "race war," early chapters on the destruction of Japan's diplomatic records and government interest in an egalitarian health care policy before, during, and after the war oblige us to question selective histories and moral judgments about wartime Japan. The discussion then turns to artistic/cultural production and self-determination, specifically to Osaka rakugo performers who used comedy to contend with state oppression and to the role of women in creating care packages for soldiers abroad. Other chapters cast doubt on well-trod stereotypes (Japan's lack of pragmatism in its diplomatic relations with neutral nations and its irrational and fatalistic military leadership) and examine resistance to the war by a prominent Japanese Christian intellectual. The volume concludes with two nuanced responses to race in wartime Japan, one maintaining the importance of racial categories while recognizing the "performance of Japaneseness," the other observing that communities often reflected official government policies through nationality rather than race. Contrasting findings like these underscore the need to ask new questions and fill old gaps in our understanding of a historical event that, after more than seventy years, remains as provocative and divisive as ever. Defamiliarizing Japan's Asia-Pacific War will find a ready audience among World War II historians as well as specialists in war and society, social history, and the growing fields of material culture and civic history.

"Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

Gender and The Art of Being Mobile

A Quantitative Assessment

Service Marketing Communications

Financial Services Marketing

The Trans-Pacific Partnership and Asia-Pacific Integration

Disaster Relief in the Asia Pacific

"While global trade negotiations remain stalled, two tracks of trade negotiations in the Asia-Pacific--the proposed Trans-Pacific Partnership (TPP) agreement and a parallel Asian track--could generate momentum for renewed liberalization and provide pathways to region-wide free trade. We estimate that world income would rise by \$295 billion per year on the TPP track, by \$766 billion if both tracks are successful, and by \$1.9 trillion if the tracks ultimately combine to yield region-wide free trade. The tracks are competitive initially but their strategic implications appear to be constructive: they generate incentives for enlargement and mutual progress and, over time, for region-wide consolidation. The "21st century" template of the TPP would be especially productive because it is likely to offer opportunities for the leading sectors of both emerging-market and advanced economies. An ambitious TPP template would generate greater gains from integration than less demanding alternatives, but it will be harder to sell to China and other key regional partners as the TPP evolves toward wider agreements. The crucial importance of Asia-Pacific integration argues for an early conclusion of the TPP negotiations, but without jeopardizing the prospects for region-wide or even global agreements based on it in the future"--Provided by publisher.

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key

concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

This book is based on the review of literature on different themes related to business and management in the Asia Pacific context. All seven chapters included in this book explore the past, present and future of business and research. They cover diverse topics in the Asia Pacific context ranging from different ways of thinking to innovation implementation and efficiency, responsible tourism, internal marketing to leadership. This book will be useful for researchers, practitioners and policy makers. The chapters in this book were originally published as a special issue of the Asia Pacific Business Review.

Explore current trends in the Asian service industry! Asian Dimensions of Services Marketing takes you on a journey through the service industries of Asia. Due to the extraordinary amount of growth in Asian service industries over the past few decades, this sector is expanding greatly in many Asian countries. These changes have had many effects on countries such as China, Korea, Singapore, and Thailand, mostly at the expense of agriculture and manufacturing. This book examines these effects, and establishes ways to achieve success in services marketing. This educational book provides an enlightening look at topics such as: the influence of reference groups in the service industry of Singapore the moderating effect of switching costs on the relationship between service performance and customer satisfaction in the Thai cultural and business setting how multinational professional service firms in South Korea have achieved success the emotional impact of store atmosphere on Chinese customers in a leisure service setting the rapid development of services in Asia, and how to effectively market intangibles to various kinds of consumers

Place Event Marketing in the Asia Pacific Region

Strategies for Asia Pacific

Agency and Resilience

How Asia Advertises

An Asia-Pacific Perspective

Geographical Indications at the Crossroads of Trade, Development, and Culture

Marketing Research 4th Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. This edition of Marketing Research continues to integrate Qualtrics, a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results, to strengthen its 'learning by doing' approach. For analysing data, the text covers both SPSS and EXCEL outputs. This text is indispensable for students studying marketing research in any business or marketing course.

This century has been marked by the rapid and divergent uptake of mobile telephony throughout the world. The mobile phone has become a poignant symbol for postmodernity and the attendant modes of global mobility and immobility. Most notably, the icon of the mobile phone is most palpable in the Asia-Pacific in which a diversity of innovation and consumer practices – reflecting gender and locality – can be found. Through the lens of gendered mobile media, Mobile Media in the Asia Pacific provides insight into this phenomenon by focusing on case studies in Japan, South Korea, China and Australia. Despite the ubiquity and multi-layered nature of mobile media in the region, the patterns of female consumption have received little attention in the growing literature on mobile communication globally. Utilising ethnographic research conducted in the Asia-Pacific over a six-year period, this book investigates the relationship between gender, technology and various forms of mobility and immobility in the region. This book outlines the emerging modes of gender performativity that makes the Asia-Pacific region so distinct to other regions globally. Mobile Media in the Asia Pacific is a fascinating read for students and scholars interested in new media and gender in the Asia-Pacific region.

Public Relations in Asia Pacific reflects the growing professionalism in the practice of public relations in the world's fastest expanding economy. It is a carefully drawn road map, both strategically and tactically, for all manner of entities, for profit and not-for-profit on how to establish and maintain effective relationships with their numerous stakeholders. Particularly insightful are the many examples of public relations in action within the Asia Pacific region. It's a "must" read for those interested in public relations careers and those new to the profession; and it's a first-rate refresher for the established professional. —Harold Burson, Founding Chairman, Burson-Marsteller Worldwide Mary Devereux and Anne Peirson-Smith have combined their considerable talents and experience to produce a bible of how public relations is—and should be—practiced in the Asia Pacific. One of its many virtues is that it debunks the myth that PR is just one long lunch hosted by caricature Svengalis and Spin Doctors. Rather, it sets the profession in a cultural context that will be valuable to those starting at PR 101, professionals and corporate executives who want to know how truth can be well told (with all due credit to McCann Erickson). —Kerry McGlynn, Special Adviser, Corporate Communication Department, Cathay Pacific Airways As greater social pluralism, stakeholder influence and internet driven consumer sophistication and empowerment grow relentlessly across nearly all Asian societies, Public Relations in Asia Pacific is a timely guide to the critical role of good public relations. Clear, helpful and with a wealth of good examples of how best practice PR in action can make real and tangible contributions to governments, businesses, NGOs as well as to ordinary people, this is essential reading for anyone concerned with how to communicate well in the world's fastest growing economic region. —Tim Sutton, Chairman Asia Pacific, Weber Shandwick In an increasingly globalized world, public relations practices and strategies become critical for organizations to communicate effectively to their diverse audiences worldwide. This book is therefore an extremely timely and relevant contribution to PR students and practitioners in the Asia-Pacific region as it provides not only a comprehensive overview of the essential concepts and skills of public relations but also specific case studies which illustrate tactical uses of public relations across a wide range of issues and countries. In my opinion, this book fills a major gap in the understanding of public relations concepts and practices and will constitute a fundamental resource for all those who aspire to excel within the field. —Dr. Indrajit Banerjee, Secretary-General, Asian Media Information and Communication Centre (AMIC)

Marketing Research, 5e equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and

case studies to explain traditional marketing research methods, *Marketing Research* also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

How Can Countries Adapt?

An Asian Perspective

An Asia-Pacific Focus

Future of Regional Cooperation in Asia and the Pacific

Marketing Analysis in Sport Business

Marketing Research

This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies. It explores current issues and practices in Asia, across different areas, countries, commercial and non-commercial sectors. This book is important and timely in providing a framework for instructors, researchers, and students to understand the service dynamics occurring in these countries. It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia. Students will find it interesting to compare and contrast different markets covering important aspects related to services.

Eldenburg's Management is an introductory text that focuses on presenting content in an easy to understand way that encourages students to think critically and draw connections between theory and practice. This new seventh edition has a strengthened focus on technology and features have been updated to help students further consolidate their knowledge. This includes various forms of revision materials such as auto-graded knowledge-check questions and self-skill assessment. There is also a broad variety of concise case studies, including new ones with a strategic focus, which enable instructors to have thought-provoking and engaging tutorials. An exciting addition to the interactive e-text are the new ANZ videos that feature a diverse group of management thought-leaders who give insights and 'tales from the front.' This will provide supplementary content for lectures or serve as pre-work for a flipped classroom.

Preface -- Introduction -- Integrated service marketing communications -- Defining target audience -- Specifying service communication objectives -- Crafting effective service communication messages -- The services marketing communication mix -- Timing decisions of services marketing communication -- Budget decisions and program evaluation -- Ethical and consumer privacy issues in communications -- The role of corporate design -- Integrated marketing communications -- Conclusion -- Summary -- Endnotes

Global thinking, local relevance! International Marketing is a ground-up Australian text which has a unique and relevant perspective on the subject: looking through the lens of Australian and New Zealand export firms working with international partners as well as Asian businesses looking into Australia. By keeping local business students and their future careers in mind, Fletcher and Crawford make it easier to identify with and apply the concepts. The text takes a practical approach which clearly outlines the links between three different stages of marketing: connecting analysis with planning, planning with strategy and strategy with implementation. Each chapter analyses a range of firms operating in ever-changing international markets, including small and medium scale enterprises (SMEs) and local subsidiaries of multinational enterprises (MNEs). The new 7th edition has been comprehensively updated and features a remarkable range of new, in-depth case studies, industry highlights and diverse business examples that bring the subject to life.

Marketing Research: Asia-Pacific Edition

Management

Contemporary International Business in the Asia-Pacific Region

Communicating Effectively Across Cultures

Comparing Case Studies from Asia-Pacific

International Marketing: An Asia-Pacific Perspective

Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region. This volume incorporates a variety of unique features, including: · a collection of 25 articles from various magazines and journals · a selection of readings relating to topics of vital interest to marketers in asia · references to a broad range of marketing situations -- consumer, industrial, and service markets A useful complement to users of Marketing Management:-- An Asian Perspective, by Philip Kotler, Swee Hoon Ang, and Chin Tiong Tan, Marketing Insights For The Asia Pacific includes the source articles that deal with the marketing concepts and applications introduced in the text. only student marketing book specifically covering the Asia Pacific region published in conjunction with Asia Pacific Marketing Federation

This book explores the fascinating phenomenon of place event marketing in the Asia Pacific. It examines procedures in the promotion and branding of places that use events to shape their identities. It considers how events are used in forming a branded image of a place and disseminate information about it. This innovative book offers theoretical insights of the opportunities and challenges related to place event marketing. With contributions from leading thinkers in the field, chapters also draw on empirical examples to showcase a variety of events across the Asia Pacific, such as MICE, sporting events, festivals, and religious and cultural celebrations. The book explores the importance of such events for the socio-economic development of urban regions. Today, the Asia - Pacific is one of the world's fastest developing regions and its rising economic power is accompanied by the growing importance of the tourism and event sector. The book is a unique study relating to a very exceptional region of the world. The role of events in tourism development and the rise of the region's soft power is presented through carefully selected examples of cities from different countries. The book concludes with commentary on the future directions for research in this area. Written in an accessible style, this book will be of great interest to students, scholars and practitioners working in events studies, urban studies, tourism, place branding and promotion, business and management studies, geography, sociology and sport and leisure studies. This book presents a series of empirically based case studies conducted by social change scholars from Asia-Pacific, showcasing the latest social marketing approaches geared at improving societal well-being in the region. Cutting across cultural perspectives, the contents gather ideas on social marketing campaigns and strategies from around the region and use these case studies as a platform to address concomitant challenges in employing marketing tools to positively change social behaviour. The selection of case studies covers and compares aspects of public health and well-being,

and public environmental consciousness in terms of driving attitudes towards implementing improved sustainability in developing and developed countries. Drawing on related policies and legislation, and examining social behaviour at the individual, community, and organisational levels, the authors propose innovative new methods in social marketing and social change research. The book is of interest to researchers and practitioners in social marketing, business ethics, behavioural science, public health, and development studies.

"Geared toward undergraduate and postgraduate students studying international marketing, *International Marketing, An SME Perspective* blends rigorous theory with practice. The book places emphasis on the impact of technology on the international marketing landscape."--Jacket.

Trends in Asia Pacific Business and Management Research

Mobile Media in the Asia-Pacific

Concepts, Strategies and Cases

Services Marketing, 7/e

Services Marketing Cases in Emerging Markets

An International Guide to Principles and Practice

This single volume gives you comprehensive information on Asia-Pacific gaming! *Casino Industry in Asia Pacific: Development, Operation, and Impact* is a one-of-a-kind comprehensive review of the gaming industry in various countries in the Asia-Pacific region. This valuable resource thoroughly details the history, the operational issues, and the impact of casino gaming in Australia, Korea, Macao, and Southeast Asia—and the Pachinko phenomenon in Japan. International authorities discuss crucial issues that involve policy makers and casino developers, allowing industry players a global perspective as they consider various important viewpoints in their long-range planning. *Casino Industry in Asia Pacific* is organized into three sections: Development, Operation, and Impact. Chapters in the Development section provide a thorough history of gaming for Australia, Japan, Korea, Macao, and Southeast Asia. Laws and regulations are also reviewed for each location. In the Operation section, each chapter analyzes an important casino operational issue, including regulations, licensing and due diligence, internal control and auditing, and rolling commissions. The last section reviews the economic and social impacts for various regions. Chinese culture and gaming are also examined in detail to illustrate the intertwined relationship between gaming and people's daily life. Extensive bibliographies, helpful tables, and fascinating photographs are also included. *Casino Industry in Asia Pacific* discusses: casino history and gaming legislation in Australia, Korea, and Macao Japan's form of gambling—Pachinko gaming in Southeast Asia suggestions for Asian gaming jurisdictions casino licensing investigations accounting, internal controls, and casino auditing the use of non-negotiable chips the societal and economic impacts of gaming in Australia the impacts of casinos in Korea gaming and Chinese culture *Casino Industry in Asia Pacific: Development, Operation, and Impact* is an essential resource for graduate students, advanced undergraduate students, educators, researchers, gaming policymakers and lobbyists, concerned civic organization leaders and members, casino developers and executives, hotel professionals, travel and tourism professionals, and anyone interested in the gaming industry.

Interactive Services Marketing covers the essentials of services marketing—with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication and in connections through technology. The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material.

Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities. Available with InfoTrac Student Collections <http://goengage.com/infotrac>.

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For senior year undergraduate Marketing courses, and first year MBA courses in Marketing/International/Asian Business. The book provides a broad-based approach to Asia-Pacific marketing case-studies. Cases include studies on products and services; consumer and business markets; profit and non-profit organizations; Asian firms operating within and outside of the region as well as non-Asian companies operating in Asia; small and large enterprises; manufacturing and trading businesses; and low- and high-technology industries.

Historically, few topics have proven to be so controversial in international intellectual property as the protection of geographical indications (GIs). The adoption of TRIPS in 1994 did not resolve disagreements, and countries worldwide continue to quarrel today as to the nature, the scope, and the enforcement of GI protection nationally and internationally. Thus far, however, there is little literature addressing GI protection from the point of view of the Asia-Pacific region, even though countries in this region have actively discussed the topic and in several instances have promoted GIs as a mechanism to foster local development and safeguard local culture. This book, edited by renowned intellectual property scholars, fills the void in the current literature and offers a variety of contributions focusing on the framework and effects of GI protection in the Asia-Pacific region. The book is available as Open Access.

An SME Perspective

Asian Dimensions of Services Marketing

Broadening Cultural Horizons in Social Marketing

Climate Change in Asia and the Pacific