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# Marketing Cases from Emerging Markets

 Springer

# Marketing Cases From Emerging Markets

**Pantea Foroudi, Maria Palazzo**



## **Marketing Cases From Emerging Markets:**

**Marketing Case Studies in Emerging Markets** Dilip S. Mutum, Soo Yeong Ewe, Ezlika M. Ghazali, Racheal Louis Vincent, 2024-04-01 There is an increasing interest in emerging markets because of the higher economic growth rates compared to developed economies. However, these markets have a diverse consumer base with unique needs and preferences. As a result, companies in these markets face different challenges and opportunities. Unfortunately, there is a lack of marketing cases from these markets. This book presents actual real world marketing cases in these markets offering an in depth look at some of the issues faced by companies in different industries. It is hoped that the cases would serve as valuable reference material for academics, students, professionals in marketing, business strategy and other related fields as well as policymakers to better understand the challenges of these markets and develop strategies to succeed in them. **Marketing Cases from Emerging Markets** Dilip Mutum, Sanjit Kumar Roy, Eva Kipnis, 2013-09-03 Despite the fact that experts acknowledge the importance of the emerging markets, there is a dearth of real case studies specially focussed on marketing issues. This case study book addresses that need. It is also important and timely in providing a framework for instructors and researchers both academic and industry to understand the dynamics occurring in emerging markets. This book is composed of long and short real cases with varying complexity in different sectors including airlines, hotel, fashion etc. These will cover issues which are unique to the emerging markets including the BRIC countries to understand the dynamics occurring in these countries. With its case studies, collection of questions and real life marketing examples, this book offers unique benefits to marketing students and educators across the world. A must have for every marketing course module. *Marketing Cases from Emerging Multinational Enterprises (eMNEs)* Zafar U. Ahmed, Omer F. Genc, 2024-12-23 Globalization has changed the world economic picture and emerging markets have developed very fast. Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries. This book explores the ways in which emerging multinational enterprises (eMNEs) work to become competitive global brands. It explores eMNEs from industries such as airlines, banking, food distribution, automotive and information technology. These cases are useful to researchers, scholars, students and practitioners interested in eMNEs branding and emerging markets. *Strategic Marketing Cases in Emerging Markets* Atanu Adhikari, Sanjit Kumar Roy, 2017-05-03 This book helps students to develop a critical understanding of the service business scenarios and strategies used in marketing for emerging markets. The case studies presented focus on creating, communicating and delivering customer value to emerging market consumers through various marketing strategies, processes and programs in the context of emerging market dynamics, consumer diversity and competitors. By illustrating a range of actual business situations, this case book will help students acquire the skills they need to make informed marketing decisions in emerging markets. Further, it provides instructors, students and practitioners alike a framework for understanding the strategic marketing dynamics at work in these countries. Instructor's Manual for Strategic Marketing Cases in

Emerging Markets Atanu Adhikari, Sanjit Kumar Roy, 2017-05-27 This is a teaching companion to the case studies provided in the book Strategic Marketing Cases in Emerging Markets and is intended to help teachers and trainers follow a pedagogic line by using the case studies to develop a critical understanding of the service business scenarios and strategies for marketing in emerging markets The authors provide extensive teaching notes for each of the cases covering the pedagogy of the case study the prerequisites to understanding it case specific teaching objectives a suggested teaching approach and a case synopsis Each case is then rounded out with suggested discussion questions and concise answers as well as additional reading to enhance the teaching and learning experience in the classroom

**Services Marketing Cases in Emerging Markets** Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen, 2016-09-08 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

Strategic Marketing Issues in Emerging Markets Atanu Adhikari, 2018-07-27 This book presents a collection of articles addressing a range of marketing strategies unique to emerging economies It describes the component of strategic and tactical marketing including the marketing mix segments and targeting product and market orientation employing the Internet and social media penetration and loyalty strategies and innovation and other strategy issues in the marketing context In addition the book focuses on creating communicating and delivering customer value to emerging market consumers through diverse marketing strategies processes and programs in the context of emerging markets dynamics consumer diversity and competitors Bringing together contributors from industry and academia to explore key marketing issues prevalent in India and other emerging economies the book offers a unique and insightful read for a global audience This book edited by Dr Atanu Adhikari offers important analytical and managerial insights into consumer behavior firm strategy market dynamics and marketing instruments price promotion distribution and product While marketing and management disciplines have developed useful empirical generalizations the context is critical This book does exactly that place the generalized results in the context of emerging markets and India Accordingly this is a valuable resource for scholars and practitioners Dr Gurumurthy Kalyanaram Professor City University of New York USA and Tata Institute of Social Sciences Mumbai India US Editor International Journal of Learning and Change and President MIT South Asian Alumni Association This book is a must read for anyone interested in marketing to less developed countries While the focus of the chapters is on India the lessons learned can be generally applied The 32 chapters represent comprehensive coverage of

nearly every topic related to marketing with many examples Any manager interested in doing business in emerging markets Professors who want a better knowledge of these markets or students who want an excellent reference should acquire this book Dr Russell S Winer William Joyce Professor of Marketing Stern School of Business New York University USA

**Leveraging Cultural Diversity in Emerging Markets** Marcus Goncalves, Finn Majlergaard, 2015-12-02 Leveraging cultural diversity is an important element for competing in the global market Understanding the overall macroeconomic landscape of emerging and frontier markets enables corporations and international business professionals to fully realize the potential for strategic globalization Most transnational and multinational corporations have made substantial progress in their globalization efforts by establishing operations in several countries and offshoring certain processes to countries with capabilities and growth potential However while these recent globalization efforts have their roots in cost arbitrage successful companies must understand that globalization can be a means for shoring up competitive advantage to diversify intellectual capabilities and growth and improve quality enhancement opportunities This book looks at how one can move forward from the current situation Most people still see cultural differences as a barrier to success The authors demonstrate how one can instead leverage from the cultural diversity and create better more competitive companies better leaders and hopefully a safer and more sustainable world

**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

**Contemporary Issues in Branding** Pantea Foroudi, Maria Palazzo, 2019-12-06 This book provides students and academics with a comprehensive analysis of the theory and practice of branding The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive immediate and innovative ways is ever present in the digital era Digital marketing and social media create opportunities for managers to communicate their brand's identity to their consumers and stakeholders Yet limited empirical research exists to elucidate these issues and less still that assists our understanding of branding issues at an international level Recognising the complexity and plurality at the heart of the

branding discipline this text explores the relationship between brands identity and stakeholders Working through building designing and maintaining a brand the authors consider such aspects as strategic planning and campaign management research and measurement media relations employee communication leadership and change communication and crisis branding Critically differing methods and approaches applied to branding and communication research design are assessed including both qualitative and quantative methods Proposing a mixture of theory and practice with international case studies this book is an invaluable companion for advanced undergraduate and postgraduate students academics of marketing and strategic brand management as well as managers and decision makers globally

**Strategic Brand Management in Higher Education** Bang Nguyen,T.C Melewar,Jane Hemsley-Brown,2019-02-13 University branding has increased substantially due to demands on universities to enrol greater numbers of students rising tuition fees the proliferation of courses the growing internationalization of universities financial pressures and reliance on income from foreign students As higher education continues to grow increased competition places more pressure on institutions to market their programs Technological social and economic changes have necessitated a customer oriented marketing system and a focus on developing the university brand This book is unique in providing a composite overview of strategy planning and measurement informed by ground breaking research and the experiences of academics It combines theoretical and methodological aspects of branding with the views of leading exponents of branding in different contexts and across a range of higher education institutions Expert contributors from research and practice provide relevant and varying perspectives allowing readers to access information on international trends theory and practices about branding in higher education Readers are exposed to the critical elements of strategic brand management gain insights into the planning process of higher education branding and gain a solid understanding of the emerging research area of branding concepts in higher education Advanced students and researchers will find this book a unique resource and it will also be of interest to brand practitioners in both education and public sector markets

**Marketing Cases** Dr. Malay Ghosh, **Cases on Effective Digital Marketing for Competitive Organizations** Santos, Sara,Santos, José Duarte,Pires, Paulo Botelho,Pereira, Inês Veiga,2025-02-13 In the fast paced world of modern business organizations grapple with the ever present challenge of effectively navigating the complexities of digital marketing As consumer behavior evolves and technological innovations continue to reshape the landscape companies face the daunting task of staying ahead of the curve to maintain competitiveness and engage with their target audience Yet amidst the vast sea of information and myriad of digital channels available many organizations find themselves struggling to devise and implement effective digital marketing strategies that yield tangible results Cases on Effective Digital Marketing for Competitive Organizations emerges as a guide amidst the challenges of the digital age By presenting a curated collection of real world case studies this book offers invaluable insights into successful digital marketing strategies across various industries From leveraging emerging technologies like artificial intelligence and

augmented reality to mastering the art of storytelling and cultivating customer loyalty each case study provides actionable lessons and practical guidance for navigating the complexities of the digital marketing landscape

**Consumer Brand Relationships** M. Fetscherin, T. Heilmann, 2015-05-07 Consumer Brand Relationships further advances the understanding of consumers relationships with brands The book discusses what brand relationship means and how to measure and manage brand relationships by compiling eleven chapters written by leading experts to provide an important contribution to a better understanding of brand relationships

**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

**India's Agricultural Marketing** Nilabja Ghosh, 2013-12-02 The proposed book provides an assessment of an important yet controversial policy initiated by the Indian government and governments of several other developing countries Marketing reforms it is claimed can be a crucial answer to solving the problem of rural poverty in agrarian economies where large sections of populace are engaged in low paying agriculture On a wider front these reforms could help in providing growth impetus to an economy and even the global economy at large Yet the subject of liberalizing agricultural markets is also part of a broad and perhaps a bitter political debate between national and sub national policy makers and academic discourses in India and other countries A clearer understanding and a possible resolution of the issues involved will be decidedly useful The experience of India one of the largest and most agriculture dominated economies will undoubtedly provide valuable lessons not only for steering the domestic economic policy but also for other countries to set their own policy agenda The book attempts to capture the evolving reality in a large and diverse country and presents an objective evaluation to enable aspiring investors and those in policy making food business and civil society to make more informed assessment and decision

**Case Studies in Marketing Management** S. Ramesh Kumar, 2012

*International Business Growth Strategies for Emerging Markets* Seni Hazzan, Aym Amlani, Paul Davis, 2025-10-20 International Business Growth Strategies for Emerging Markets Creating Sustainable Entrepreneurial Expansion is a comprehensive introductory guide to taking sustainable business into and doing business within the world's fastest growing economies The authors multi cultural seasoned experts in accounting finance law and strategy stress the fundamental importance of sustainability They underline the critical role of research and analysis before action The potential positive impact of AI and digital transformation is a consistent theme Drawing on their own experiences and a rich panoply of relevant literature the authors highlight opportunities risks and proven techniques for market entry Primarily written to inform undergraduate and postgraduate business students the book also appeals to executives and managers tasked with crafting successful plans for businesses contemplating foundation or expansion in a world of unlimited potential

*Contemporary Case Studies on Fashion Production, Marketing and Operations* Pui-Sze Chow, Chun-Hung Chiu, Amy C. Y. Yip, Ailie K. Y. Tang, 2017-12-04 This book adopts a case study based research approach to examine the contemporary issues

in the fashion industry It documents real world practices in fashion business from production marketing to operations Founded on an extensive review of literature these case studies discuss the challenges that are pertinent to the current business environment in this important industry provide benchmarks and generate insights to practitioners as well as suggest future directions to researchers The book serves as a nexus of the theories and the industrial practices that advances knowledge for both the academia and the private sector in fashion business      Practical Strategies and Case Studies for Online Marketing 6.0 Wongmahesak, Kittisak, Karim, Fazida Binti, Wongchestha, Nititorn, 2025-05-08 In today's digital landscape staying ahead in online marketing demands more than just keeping up with trends Marketers must master the new era of online marketing Online marketing 6.0 represents a new era of marketing innovation by using AI personalization and new immersive experiences that redefine how brands connect with consumers Through proven strategies and compelling case studies industry leaders are leveraging the latest tools and platforms to drive growth build loyalty and create memorable digital experiences that resonate in a saturated market Practical Strategies and Case Studies for Online Marketing 6.0 is a comprehensive collection of real world examples showcasing the innovation in online marketing 6.0 It explores the evolving world of digital marketing moving beyond the traditional tools into a more technology based approach This book not only shows the successful case studies but also the challenges faced in online marketing highlighting the lessons learned and the adaptability required in this rapidly changing environment This book covers topics such as AI metaverse and ethical and sustainable marketing practices and is a useful resource for marketing managers digital marketing specialists entrepreneurs business owners and marketing students



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## **Table of Contents Marketing Cases From Emerging Markets**

1. Understanding the eBook Marketing Cases From Emerging Markets
  - The Rise of Digital Reading Marketing Cases From Emerging Markets
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Cases From Emerging Markets
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Cases From Emerging Markets
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Cases From Emerging Markets
  - Personalized Recommendations
  - Marketing Cases From Emerging Markets User Reviews and Ratings
  - Marketing Cases From Emerging Markets and Bestseller Lists

5. Accessing Marketing Cases From Emerging Markets Free and Paid eBooks
  - Marketing Cases From Emerging Markets Public Domain eBooks
  - Marketing Cases From Emerging Markets eBook Subscription Services
  - Marketing Cases From Emerging Markets Budget-Friendly Options
6. Navigating Marketing Cases From Emerging Markets eBook Formats
  - ePub, PDF, MOBI, and More
  - Marketing Cases From Emerging Markets Compatibility with Devices
  - Marketing Cases From Emerging Markets Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Marketing Cases From Emerging Markets
  - Highlighting and Note-Taking Marketing Cases From Emerging Markets
  - Interactive Elements Marketing Cases From Emerging Markets
8. Staying Engaged with Marketing Cases From Emerging Markets
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Marketing Cases From Emerging Markets
9. Balancing eBooks and Physical Books Marketing Cases From Emerging Markets
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Marketing Cases From Emerging Markets
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Marketing Cases From Emerging Markets
  - Setting Reading Goals Marketing Cases From Emerging Markets
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Marketing Cases From Emerging Markets
  - Fact-Checking eBook Content of Marketing Cases From Emerging Markets
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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