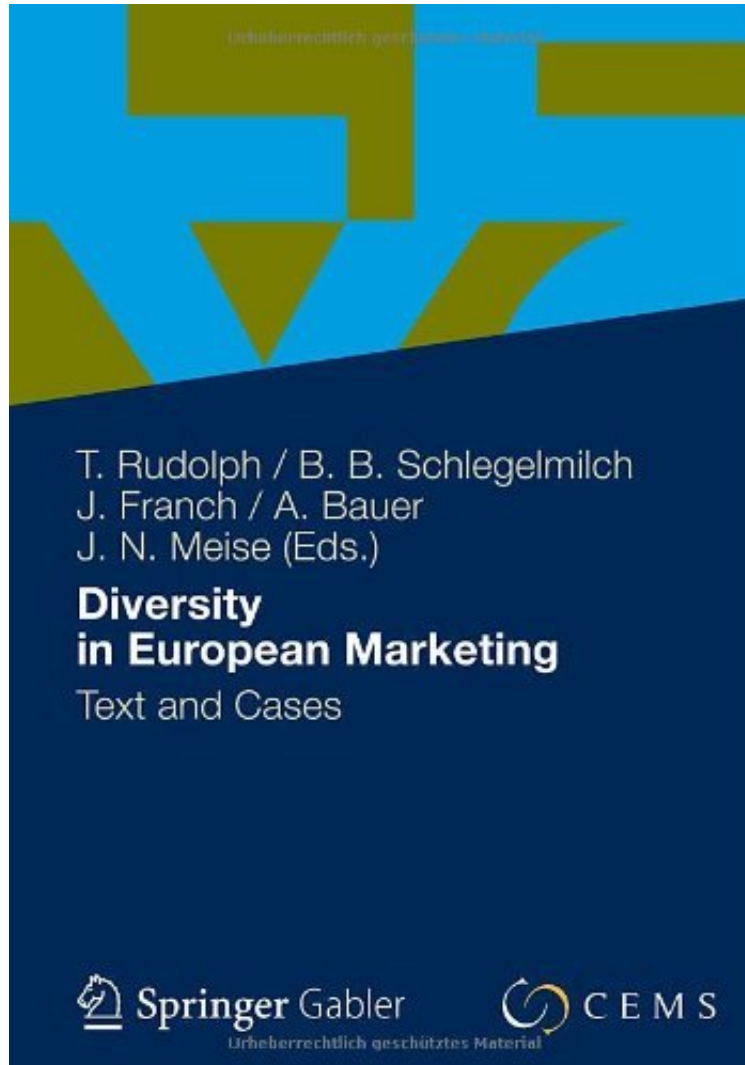


(Read free) Diversity in European Marketing: Text and Cases

Diversity in European Marketing: Text and Cases

From Gabler Verlag

**Download PDF / ePub / DOC / audiobook / ebooks*



 Download

 Read Online

#3980029 in eBooks 2012-03-09 2012-03-09 File Name: B00CP4BUUI | File size: 22.Mb

From Gabler Verlag : Diversity in European Marketing: Text and Cases before purchasing it in order to gage whether or not it would be worth my time, and all praised Diversity in European Marketing: Text and Cases:

This case book offers a non-traditional issue-centered perspective to European marketing. Focusing on some of the key challenges faced by managers charged with developing pan-European marketing strategies, marketing problems are placed into the context of these challenges and capture the multiple facets and implications for European marketing in an integrative manner.

From the Back Cover Given its unique heritage and diversity, Europe deserves and requires distinct marketing attention. This book offers a non-traditional perspective to European marketing by addressing up-to-date issues and challenges for marketers through short cases and relevant received theory. Specific student assignments further provide educators, who want to take a European perspective in their teaching, with probing discussion material and encourage readers to think ahead. All cases are written by expert academics of leading management schools in Europe, establishing diversity in culture and approaches. The topics are accordingly as diverse as its contributors and include case studies and insights on the European marketing and management of companies such as Aldi, Delhaize, DeLaval, Deutsche Bank, KFC, Kofola, Puma, and Vestas Wind Systems, among others.

Contents

Diverse Demographics and Structural Diversity

Diversity in Consumer Behavior in Europe

Diverse Marketing Environments and Diversity Management

Target Groups

Bachelor and Master students wanting to pursue a career in marketing and related domains, Managers involved in diverse marketing issues (such as product and brand managers, retail category managers, supply chain managers or communication and public relation experts).

About CEMS

CEMS (Community of European Management Schools) is a strategic alliance of leading business schools and multinational companies. Its mission is to set a global standard of excellence in education.

About the Author

Thomas Rudolph is director of the Institute of Retail Management at the University of St. Gallen, Switzerland, and holds the Gottlieb-Duttweiler Chair of International Retail Management.

Bodo B. Schlegelmilch is dean of the WU Executive Academy and Chair of the Institute for International Marketing Management at WU Vienna University of Economics and Business in Austria.

Josep Franch is an associate professor in Marketing at ESADE Business School in Barcelona (Spain), where he is also the director of the MSc programs in Management and the academic director for the CEMS Master in International Management.

Andreas Bauer is professor of Marketing and department head at Corvinus University of Budapest in Hungary.

Jan Niklas Meise completed his PhD at the Institute of Retail Management at the University of St. Gallen in Switzerland.