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Tourism Marketing Marketing Management through Artificial Intelligence for better Customer Engagement Trends, Challenges & Innovations in Management - Volume III Advanced Management research Advertising and Media Research Innovation and Strategy fundamentals of management Data Science and Analytics Microfinance and Sustainable Development in Africa Ethical and Social Marketing in Asia Routledge Handbook of Hospitality Marketing Contemporary Issues in Social Media Marketing Research Anthology on Business Law, Policy, and Social Responsibility Dimensions in Commerce and Management Services Marketing: Text and Cases, 2/e Case Studies in Marketing Target 3 Billion Business Environment Cyber Intelligence and Information Retrieval Managing Innovation And New Product Development: Concepts And Cases Handbook of Research on the Interplay Between Service Quality and Customer Delight Principles of Marketology, Volume 1 Innovative Practices for Corporate and Individual development International Conference on Advanced Intelligent Systems for Sustainable Development (AI2SD'2023) " Brand Perception among Rural and Urban Consumers" KONSEP DASAR MANAJEMEN PEMASARAN Human Resources Management: (It is Integral to Your Job) Religion and Consumer Behaviour in Developing Nations PRE OWNED CAR MARKET IN KERALA: A MODEL LINKING ATTITUDES, PRODUCT AND DEALER RELATED FACTORS TO POST PURCHASE BEHAVIOUR Geo-economic Perspectives in the Global Environment MANAJEMEN PEMASARAN : Strategi dan Praktek yang efektif Pengantar Ilmu Manajemen Change Management During Unprecedented Times Marketing Management : Prinsip, Perspektif, dan Implementasi Methodology of Business Studies Soft Computing for Problem Solving Advances in Digital Marketing and eCommerce Paradigm shifts in Business Delivery Innovative Management Practices Digital Transformation for Business Sustainability Digitising Enterprise in an Information Age

## ***Tourism Marketing 2011***

globalization has proliferated business with numerous challenges and opportunities and simultaneously at other end the growth in economy population income and standard of living has redefined the scope of business and thus the business houses approaches a highly competitive environment knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes today management and its concepts have become key for survival of any business entity the unique cultural characteristics tradition and dynamics of consumer demand an innovative management strategy to achieve success effective management has become an increasingly vital ingredient for business success and it profoundly affects our day to day life today the role of a business houses has changed from merely selling products and services to transforming lives and nurturing lifestyles the indian business is changing and so do the management strategies these changing scenarios in the context of globalization will bestow ample issues prospects and challenges which need to be explored the practitioners academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios thus these changing scenarios emphasize the need of a broad based research in the field of management also reflecting in management education this book is an attempt in that direction i sincerely hope that this book will provide insights into the subject to faculty members researchers and students from the management institutes consultants practicing managers from industry and government officers

## **Marketing Management through Artificial Intelligence for better Customer Engagement 2023-04-06**

advertising research is a systematic process of marketing research conducted to improve the efficiency of advertising advertising and media research explains the complexities of planning in a fast moving non complex style as we enter the new century of transformed advertising techniques and marketing challenges research is to find out something new and advertising research is to find out how advertising works effectively and guide in making effective advertising decisions there are various kinds of advertising research and these include pre testing post testing campaign research and measuring advertising effectiveness advertising follows logically after listening to consumer requirements introducing productive conditions distributing the goods however the actual sequence and emphasis deriving from the diverse sub cultures can be quite differentiated the effects of the different mass media on social psychological and physical aspects research survey that segments the people based on what television programs they watch radio they listen and magazines they read media research makes use of scientific methods of research it aims at providing an objective unbiased evaluation of data first the research problem is identified and then a prescribed set of procedures of research is followed to investigate the problem only thereafter comes report of the findings this book is more catered to readers who have no background on the media it is more informational than instructional it is great if you are looking into learning about how the media works per se but not if you are concerned about effectively positioning your products in the market

## **Trends, Challenges & Innovations in Management - Volume III 2015-03-15**

this volume focuses on substantive issues in innovation marketing strategy and the nexus of innovation and marketing strategy

## **Advanced Management research 2018-11-16**

data science and analytics explores the application of big data and business analytics by academics researchers industrial experts policy makers and practitioners helping the reader to understand how big data can be efficiently utilized in better managerial applications

## **Advertising and Media Research 2018-06-29**

the use of microfinance for poverty reduction and economic development in the developing world is growing however this concept needs to be expanded to ensure its successful application for achieving longer term economic growth and sustainability in developing countries particularly in parts of the world such as africa as such further research into the relationship between microfinance and sustainable development in developing regions is required to fully understand the opportunities for effective use of microfinance for poverty reduction and economic development microfinance and sustainable development in africa examines the complex relationship

between receipt of microfinance poverty reduction economic growth and microbusiness development focusing on the provision of small credit facilities as a driver of sustainable development in africa its coverage of topics such as microbusiness social finance and sustainable development make this book an ideal reference source for academicians researchers government officials policymakers organizations managers instructors and students

## **Innovation and Strategy 2020-12-04**

there is a growing interest in firms adoption of ethical and social marketing approaches among academics and practitioners alike ethical marketing is the application of ethics into the marketing process and social marketing is a concept that seeks to influence a target audience for the greater social good ethical and social marketing in asia examines this so far unexplored area investigating why differing cultures and consumption behaviours require different emphasis in different markets the diversity of the asian countries provides a perplexing environment to the development and management of ethical and social marketing the belief that bottom line profits is enough for a company is often not favourably viewed by asian countries emphasising collective social and long term benefits for the people and country due to these interesting characteristics and complexities the study of ethical and social marketing in asia is a timely topic the first chapters introduce ethical marketing in asia followed by case studies of how the approach is used across 14 diverse economies geographically based on clusters north east china taiwan japan south korea south east singapore malaysia thailand vietnam cambodia the philippines indonesia and south asia india pakistan bangladesh the second part discusses social marketing using the same sequence of regions and economies and the third part explores the unique link to fairness management in asia followed by a conclusion explores the nature of ethical and social marketing from an asian perspective discusses current ethical and social marketing researches and practices in different areas industries commercial and non commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics society and fairness includes an interesting mix of theory research findings and practices

## **fundamentals of management 2021-12-10**

this handbook analyzes the main issues in the field of hospitality marketing by focusing on past present and future challenges and trends from a multidisciplinary global perspective the book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry parts i and ii define and examine the main hospitality marketing concepts and methodologies part iii offers a comprehensive review of the development of hospitality marketing over the years the remaining parts iv ix address key cutting edge marketing issues such as innovation in hospitality sustainability social media peer to peer applications 3 0 etc in a wide variety of hospitality settings in addition this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry s past mistakes as well as future opportunities the handbook is international in its constitution as it attempts to examine marketing issues challenges and trends globally drawing on the knowledge of experts from around the world because of the nature of hospitality which often makes it inseparable from other industries such as tourism events sports and even retail the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management human resources technology consumer behavior and anthropology

## **Data Science and Analytics 2015-02-16**

in a short time span social media has transformed communication as well as the way consumers buy live and utilize products and services understanding the perspectives of both consumers and marketers can help organizations to design develop and implement better social media marketing strategies however academic research on social media marketing has not kept pace with the practical applications and this has led to a critical void in social media literature this new text expertly bridges that void contemporary issues in social media provides the most cutting edge findings in social media marketing through original chapters from a range of the world s leading specialists in the area topics include the consumer journey in a social media world social media and customer relationship management crm social media marketing goals and objectives social media and recruitment microblogging strategy and many more the book is ideal for students of social media marketing social media marketing professionals researchers and academicians who are interested in knowing more about social media marketing the book will also become a reference resource for those organizations which want to use social media marketing for their brands

## **Microfinance and Sustainable Development in Africa 2017-10-02**

the complicated interactions between business law and societal expectations pose an unprecedented challenge in modern commerce businesses navigate an intricate ecosystem shaped by legal principles government regulations and evolving societal values the research anthology on business law policy and social responsibility comprehensively explores critical issues as societal expectations for responsible business practices rise across a four volume collection the anthology s timely significance makes this reference with an exhaustive coverage an indispensable resource carefully curated the collection sheds light on the latest trends techniques and applications in business law and policy covering topics from the transformation of business ethics in the digital era to the role of multi national corporations in enforcing competition laws the anthology serves as a vital reference for academics lawyers policymakers and business professionals libraries seeking expansive and diverse research materials will find this anthology to be an exceptional solution enriching the academic environment and serving as an invaluable tool for researchers educators and students the research anthology on business law policy and social responsibility is a comprehensive addition to any institution s collection addressing the diverse needs of those exploring the landscape of business law and policy

## **Ethical and Social Marketing in Asia 2017-07-28**

the second edition of services marketing text and cases takes a leap forward to develop a strategic perspective to the service marketing framework this edition begins with an initiation into the field of services and then develops an appreciation of the service marketing system and includes five additional chapters the focus is then directed at service strategy and the creation of sustainable differentiation the book finally discusses the management of operational issues such as quality demand matching recovery and empowerment

## **Routledge Handbook of Hospitality Marketing 2023-12-21**

with 750 million people living in villages india has the largest rural population in the world based on his indian experience dr kalam recommends a sustainable and inclusive development system called pura providing urban amenities in rural areas to uplift the rural masses not by subsidies but through entrepreneurship with community participation to make his case dr kalam cites the examples of individuals and institutions in india and from across the world who with an entrepreneurial spirit and a burning desire to make a difference have successfully generated and tapped into the potential of the rural masses fabio luiz de oliveira rosa changed the face of the rural district of palmares brazil by acquiring for the farmers access to electricity and water which effect combined with better agricultural methods led to an increase in prosperity and stemmed the migration to the cities the 123 strong magar clan owned magarpatta a 430 acre plot on the outskirts of pune maharashtra in the 1990s they organized and set up the magarpatta city which is now home to over 35 000 residents and a working population of 65 000 and boasts of an it park

## **Contemporary Issues in Social Media Marketing 2011**

this book gathers a collection of high quality peer reviewed research papers presented at international conference on cyber intelligence and information retrieval ciir 2021 held at institute of engineering management kolkata india during 20 21 may 2021 the book covers research papers in the field of privacy and security in the cloud data loss prevention and recovery high performance networks network security and cryptography image and signal processing artificial immune systems information and network security data science techniques and applications data warehousing and data mining data mining in dynamic environment higher order neural computing rough set and fuzzy set theory and nature inspired computing techniques

## **Research Anthology on Business Law, Policy, and Social Responsibility 2011**

innovation is the key to success in any business and is the only way to surpass competition an innovative concept can lead to the development of a new product this comprehensive book explains how an innovative idea or a concept if executed properly can create the best product in the market the book presents a framework for a new product development laying emphasis on generic concepts and processes which are useful and profitable for small and large organizations including the multinationals the book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields it also provides a mathematical formula for students to calculate sales estimation of first time sales of a new product the ten case studies

on real life products from the indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product

## **Dimensions in Commerce and Management 2011-11-01**

research in the field of service quality and consumer behavior has developed in many dimensions in the past decade a number of models have been developed to determine the factors leading to satisfaction however within the past few years scholars have proved that satisfaction is not sufficient to leave a strong mark in the minds of the customers service quality and customer delight have been the buzzwords in the business world in recent times as scholars have proven that customer delight is the key to customer retention the handbook of research on the interplay between service quality and customer delight considers how companies around the world in a cross cultural environment are dealing with service quality and customer delight and proposes a global outlook on the current trends tactics and opportunities covering key topics such as buyer funnels consumer dissonance and digital solutions this reference work is ideal for business owners managers industry professionals researchers scholars practitioners academicians instructors and students

## **Services Marketing: Text and Cases, 2/e 2011**

in principles of marketology volume 1 theory aghazadeh explores the definition origins and framework of a new methodology for helping organizations better understand their market and competition

## **Case Studies in Marketing 2021-09-28**

zusammenfassung this book is a comprehensive compilation of groundbreaking insights stemming from the esteemed international conference on advanced intelligent systems for sustainable development ai2sd 2023 hosted at cadi ayyad university morocco focused on the crucial themes of energy environment agriculture and industry this book captures the essence of transformative discussions and cutting edge research that unfolded during the conference within these pages readers are invited to explore the intricate world of intelligent systems where innovation converges to tackle the key challenges of sustainability the book immerses its audience in a wealth of knowledge that deeply represents the latest advancements shaping the future landscape diverse topics are intricately woven into the fabric of this discourse covering ai driven solutions designed for energy optimization environmental sustainability precision agriculture and intelligent industry applications each contribution serves as a testament to the collaborative efforts of researchers practitioners and experts who gathered to drive innovation at the intersection of intelligent systems and sustainable development crafted as an invaluable resource advancements in intelligent systems ai2sd 2023 proceedings caters to a diverse readership eager to delve into the forefront of trends and developments emerging from the crossroads of advanced intelligent systems in energy environment agriculture and industry whether you re a researcher practitioner or enthusiast unlock the transformative potential inherent in these innovative domains

## **Target 3 Billion 2009-04-13**

the fast moving consumer goods fmcg sector is a cornerstone of the indian economy and it touches every aspect of human life it is the fourth largest sector and an important contributor to the indian economy this industry is volume driven and characterized by low margins it mainly deals with the production distribution and marketing of consumer packaged goods and is therefore alternatively called the cpg consumer packaged goods industry the industry is also engaged in the operations supply chain and general management of these goods the fmcg industry provides a wide range of consumables and therefore the amount of money circulated against fmcg products is also very high

## **Business Environment 2023-01-31**

kata pengantar ini bertujuan untuk memberikan pemahaman yang kokoh tentang konsep dasar dalam manajemen pemasaran baik bagi mereka yang baru memasuki bidang ini maupun bagi mereka yang ingin memperdalam pengetahuan dan keterampilan mereka manajemen pemasaran mencakup berbagai elemen mulai dari penelitian pasar pengembangan produk penetapan harga distribusi promosi hingga membangun hubungan dengan pelanggan dalam kata pengantar ini kami akan menjelaskan konsep dasar manajemen pemasaran termasuk identifikasi target pasar pemahaman tentang kebutuhan dan keinginan

pelanggan serta pentingnya segmentasi pasar yang tepat

## **Cyber Intelligence and Information Retrieval 2016-04-29**

booklet 4 in this series is on human resources management in the classical sense managing is primarily managing people and as such human resources management forms the core in any study of basics of management topics covered in this booklet are understanding human behaviour at individual group and organisational levels motivating people leadership essentials managing performance and development and managing change etc i only hope that an in depth understanding of the topics covered in this booklet leads you to become a complete manager and onwards to a great leader

## **Managing Innovation And New Product Development: Concepts And Cases 2022-08-30**

examining how religion influences the dynamics of consumption in developing nations this book illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth

## **Handbook of Research on the Interplay Between Service Quality and Customer Delight 2023-06-25**

the covid 19 pandemic brought about significant changes in the world order it not only reshaped the global geopolitical architecture but also created newer challenges and opportunities for international trade and businesses this book deliberates on these new global realities through a multidisciplinary perspective it delves into various key issues pertaining to finance infrastructure policy geostrategy and entrepreneurship in the indian context the volume discusses themes such as geostrategic shifts and their impact on the indo pacific region the effects of covid 19 on international and economic security india china bilateral ties fdi spill over on domestic firms entrepreneurship education in india and the thai canal project rich in insights on various geo economic perspectives that continue to shape the global business environment the book will be useful for students and scholars of sociology business management business economics international trade geopolitics international relations political sociology and political studies it will serve as a useful reference for academics researchers think tanks industry professionals and policymakers

## **Principles of Marketology, Volume 1 2023-02-02**

buku manajemen pemasaran merupakan panduan praktis yang membahas berbagai aspek penting dalam pengelolaan pemasaran perusahaan dalam buku ini pembaca akan diajarkan langkah langkah penting seperti pemahaman pasar analisis pesaing dan analisis pelanggan untuk mengembangkan strategi pemasaran yang efektif selain itu buku ini juga membahas tentang penetapan tujuan pemasaran strategi pemasaran dan pengembangan produk untuk memenuhi kebutuhan pasar dengan inovasi dalam bab bab berikutnya pembaca akan mempelajari topik topik penting seperti harga distribusi dan promosi buku ini memberikan wawasan tentang strategi penetapan harga yang tepat manajemen saluran distribusi yang efisien dan penggunaan berbagai taktik promosi untuk mencapai target penjualan para pembaca juga akan memperoleh pemahaman yang mendalam tentang pemasaran digital dan bagaimana inovasi pemasaran dapat digunakan untuk memenangkan persaingan di era digital yang terus berkembang buku manajemen pemasaran juga mengulas pentingnya implementasi strategi pemasaran dan pengendalian pemasaran untuk memastikan keberhasilan dalam pelaksanaan rencana pemasaran pembaca akan diajak untuk memahami konsep manajemen hubungan pelanggan dan pemasaran berkelanjutan yang memberikan nilai jangka panjang bagi perusahaan dengan mengikuti panduan dalam buku ini pembaca akan memiliki pengetahuan dan keterampilan yang diperlukan untuk mengelola pemasaran secara efektif dan beradaptasi dengan perubahan pasar yang terus bergerak maju

## **Innovative Practices for Corporate and Individual development 2021-01-29**

pengantar ilmu manajemen adalah sebuah pemandu yang berharga bagi para pembaca dalam memahami esensi dan prinsip prinsip dasar ilmu manajemen dalam era yang terus berubah dengan cepat pemahaman yang kokoh tentang manajemen menjadi semakin penting bagi individu yang ingin meraih kesuksesan dalam dunia bisnis dan organisasi buku ini dirancang untuk memberikan fondasi yang kuat bagi pembaca dalam memahami berbagai konsep teori dan praktik yang mendasari disiplin ilmu manajemen setiap bab dalam buku ini dirancang dengan cermat untuk memberikan pemahaman yang

komprehensif dan terstruktur tentang topik kunci dalam ilmu manajemen mulai dari konsep dasar seperti perencanaan pengorganisasian kepemimpinan hingga strategi manajerial pembaca akan dibimbing melalui penjelasan yang jelas dan contoh-contoh yang relevan tujuan utama buku ini adalah untuk memberikan pembaca pemahaman yang mendalam tentang bagaimana manajemen memengaruhi kinerja organisasi dan cara mengaplikasikan prinsip-prinsip tersebut dalam konteks dunia nyata kami berharap buku ini tidak hanya menjadi sumber pengetahuan yang berharga tetapi juga menjadi panduan praktis yang dapat digunakan oleh para mahasiswa profesional dan pemimpin organisasi dalam menghadapi tantangan yang kompleks di era globalisasi ini dengan membaca dan memahami isi buku ini diharapkan pembaca akan mampu mengembangkan keterampilan manajerial yang diperlukan untuk menjadi pemimpin yang efektif dan berpengaruh dalam berbagai konteks organisasi selamat membaca dan semoga buku ini membawa manfaat yang besar bagi perjalanan anda dalam memahami ilmu manajemen

## **International Conference on Advanced Intelligent Systems for Sustainable Development (AI2SD'2023) 2022-12-30**

conclusively resilience education financial inclusion digital transformation strategic partnerships and particularly change management are needed when crises occur in order to save and advance organizational ecosystems and economies therefore it is crucial to know about the ideation and processes of change management to improve companies negative circumstances change management during unprecedented times examines organizational change management through the lenses of research and innovative practices contained within the fields of leadership and organizational change the book enlightens communities through the efforts of a research perspective that amplifies practice based potential in applying theory models and frameworks to real time issues covering topics such as technology ethics entrepreneurship and communication this reference work is ideal for business owners managers researchers scholars academicians practitioners instructors and students

## ***" Brand Perception among Rural and Urban Consumers" 2023-07-18***

buku marketing management prinsip perspektif dan implementasi adalah panduan komprehensif yang menyelami esensi manajemen pemasaran dalam konteks global mengawali dengan pengantar yang kokoh tentang pentingnya manajemen pemasaran dalam kesuksesan bisnis buku ini melangkah ke topik-topik yang lebih mendalam seperti analisis pasar strategi diferensiasi dan pemasaran digital pembaca diajak untuk memahami dinamika pasar global serta pentingnya mengikuti perkembangan dalam lingkungan pemasaran yang berubah cepat dengan penekanan pada penerapan praktis buku ini menguraikan konsep-konsep teoritis menjadi strategi yang dapat diimplementasikan secara langsung dalam aktivitas pemasaran sehari-hari mulai dari riset pasar hingga promosi dan pemasaran digital setiap bab menyajikan wawasan mendalam yang didukung oleh contoh kasus dan studi empiris dengan demikian marketing management prinsip perspektif dan implementasi bukan hanya merupakan panduan yang berharga bagi praktisi pemasaran tetapi juga sumber inspirasi bagi siapa pun yang ingin memahami peran krusial manajemen pemasaran dalam kesuksesan bisnis kontemporer

## ***KONSEP DASAR MANAJEMEN PEMASARAN 2024-03-22***

the content for this book has been carefully selected and organized to provide an integrated learning approach to business studies

## **Human Resources Management: (It is Integral to Your Job) 2023-04-25**

this two volume book presents the outcomes of the 8th international conference on soft computing for problem solving socpros 2018 this conference was a joint technical collaboration between the soft computing research society liverpool hope university uk and vellore institute of technology india and brought together researchers engineers and practitioners to discuss thought provoking developments and challenges in order to select potential future directions the book highlights the latest advances and innovations in the interdisciplinary areas of soft computing including original research papers on algorithms artificial immune systems artificial neural networks genetic algorithms genetic programming and particle swarm optimization and applications control systems data mining and clustering finance weather forecasting game theory business and forecasting applications it offers a valuable resource for both young and experienced researchers dealing with complex and intricate real world problems that are difficult to solve using traditional methods



**Religion and Consumer Behaviour in Developing Nations 2024-05-08**

this book highlights the latest research articles presented at the third digital marketing ecommerce conference in june 2022 papers include a varied set of digital marketing and ecommerce related topics such as user psychology and behavior in social commerce influencer marketing in social commerce social media monetization strategies and social commerce characteristics the papers also extends to the topics of branding business models user and data privacy social video marketing and commerce among others

**PRE OWNED CAR MARKET IN KERALA: A MODEL LINKING ATTITUDES, PRODUCT AND DEALER RELATED FACTORS TO POST PURCHASE BEHAVIOUR**  
**2010-09**

this book explores how digital technologies can be used to drive sustainable business practices and achieve long term business success it offers insights and practical strategies and guidance that can help businesses adapt to the digital age optimize their operations and create new opportunities for growth the book further provides real world examples that illustrate how businesses can leverage digital technologies to achieve long term sustainability and success the book is an essential read for business leaders managers academician practitioners and entrepreneurs who are looking to drive sustainable digital transformation within their organizations the book covers a wide range of topics including 1 understanding the digital landscape the book provides an overview of the digital technologies that are transforming business operations such as artificial intelligence cloud computing and the internet of things it explores how these technologies can be leveraged to create sustainable business practices that benefit both the organization and society 2 building a digital strategy for sustainability the book offers guidance on how businesses can develop a digital strategy that aligns with their sustainability goals it covers topics such as identifying digital opportunities setting targets and measuring performance 3 embedding sustainability into digital operations the book explores how businesses can integrate sustainability into their digital operations such as data management supply chain management and product design it provides examples of companies that have successfully implemented sustainable digital practices 4 digital innovation for sustainability the book discusses how businesses can use digital innovation to create new opportunities for sustainability it covers topics such as circular economy business models sustainable product design and social innovation 5 leading for sustainable digital transformation the book offers insights on how business leaders can drive sustainable digital transformation within their organizations it covers topics such as leadership skills organizational culture and stakeholder engagement

***Geo-economic Perspectives in the Global Environment 2019-11-27***

digitising enterprise in an information age is an effort that focuses on a very vast cluster of enterprises and their digitising technology involvement and take us through the road map of the implementation process in them some of them being ict banking stock markets textile industry ict social media software quality assurance information systems security and risk management employee resource planning etc it delves on increased instances of cyber spamming and the threat that poses to e commerce and banking and tools that help and enterprise toward of such threats to quote confucius as the water shapes itself to the vessel that contains it so does a wise man adapts himself to circumstances and the journey of evolution and progression will continue and institutions and enterprises will continue to become smarter and more and more technology savvy enterprises and businesses across all genre and spectrum are trying their level best to adopt to change and move on with the changing requirements of technology and as enterprises and companies upgrade and speed up their digital transformations and move their outdate heirloom systems to the cloud archaic partners that don't keep up will be left behind note that it does not sell or distribute the hardback in india pakistan nepal bhutan bangladesh and sri lanka

**MANAJEMEN PEMASARAN : Strategi dan Praktek yang efektif**  
**2022-06-07****Pengantar Ilmu Manajemen 2023-12-30**



Change Management During Unprecedented Times 2021-06-23

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Methodology of Business Studies

*Soft Computing for Problem Solving*

Advances in Digital Marketing and eCommerce

Paradigm shifts in Business Delivery Innovative Management Practices

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