

The Ytical Marketer How To Transform Your Marketing Organization

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If you feel you have a disjointed, or unbalanced, view of the global system of demand and supply, you are probably correct. Most studies leave out a very important part of the system—the marketing channel. That is why Laurens van der Laan developed and wrote this book, The Trans-Oceanic Marketing Channel. To help you understand what happens to export crops, such as cocoa, coffee, cotton, groundnuts, tea, and tobacco, between their country of origin and consumer markets, this book analyzes the roles of different actors in trans-oceanic trade, inherent differences between world markets, export diversification policies, and the commercial and institutional forces at play. The Trans-Oceanic Marketing Channel will give you a strong background in marketing channel concepts, and because of its focus on the exporter rather than on the government, it will provide you with an excellent model for microanalysis. As you read about the special features of trans-oceanic trade, you will also learn about: trade associations and their role in shaping world markets for trans-oceanic crops the uneasy relationship between exporters and shipping companies the selling conduct of agricultural exporters in Africa the tendency of actors in Africa to accelerate the trans-oceanic product flow the effectiveness of export marketing boards as channel leaders private enterprise, the chief agent of development the theory of " exporter preference " The Trans-Oceanic Marketing Channel invites policymakers, international businessmen, professors, and students to examine the opportunities, problems, and policies that confront the various players in trans-oceanic trade, especially the exporters. As the book discusses the divergent institutional arrangements in the world markets for agricultural products and their differential effect on African exports, you will become keenly aware of how vertical marketing systems differ from conventional marketing channels. No other book brings together the three fundamental sections of export agriculture, the country of production, the channel through which the products flow, and the country of destination, to provide you with a complete understanding of trans-oceanic marketing.

Combine marketing and strategic planning techniques to make your library more successful! With cutting-edge research studies as well as theoretical chapters that have not been seen before in the marketing literature for LIS, this book examines the current and quite limited state of marketing by LIS practitioners and institutions. It provides you with examples of how marketing can be made more widely applicable within LIS and illustrates some of the usefulness of marketing in special LIS settings and contexts. The book explains how and why managers should combine marketing strategy with strategic planning and demonstrates the means by which LIS could move toward a more full-fledged use of marketing—relationship marketing and social marketing in particular. In order to be a more effective tool, Strategic Marketing in Library and Information Science is divided into two sections: " The Basis and Context for Marketing " (theoretical information) and " The Application of Marketing " (practical applications that you can put to use in your institution). Chapters cover: existing literature on marketing in LIS—what it has to offer and what it lacks strategic planning that must take place before marketing money is spent the branding process and how it can be helpful in LIS marketing a marketing method for bridging the gap between staffing needs and the current shortage of librarians a way to use relationship marketing techniques to respond to the challenge of marketing electronic resources marketing applications relevant to theological libraries the effective use of social marketing at the Austin History Center—a fascinating case study! a fresh marketing approach to bridging gaps between cultural history and education the importance of marketing for public libraries

I was really floundering until I found Handling Qualitative Data, which is a great practical guide, and I hope it will gain much more recognition so that people in my position will know it is the first place to go for help in a qualitative project... A great book - Steve Lowman, Rural Researcher, Aberystwyth University 'At the end of each chapter the author maps out the pragmatic steps required to progress a qualitative research study and the associated analysis of data. This is accompanied by experiential exercises, suggested further reading and links to the online tutorial on www.sagepub.co.uk/richards. This latter dimension provides an exciting and innovative aspect to the text and the opportunity for readers to gain something beyond the expected theoretical perspectives... In summary, an excellent book - Nurse Researcher Handling Qualitative Data introduces students and practitioners to qualitative research in a uniquely practical manner. Firstly, it recognizes that for many novice researchers, data, rather than methods and their philosophical underpinnings, are the point of departure. Secondly, it advocates a progressive accumulation of skills and understanding of methodological issues as they are needed. This enables the student to perform efficaciously from the start by immediately being in a position to handle, reflect on and get results from, small amounts of data, giving them a launch pad to more complex endeavours. The book provides pragmatic, informal and succinct assistance in the processes of meeting, sorting, coding, documenting and exploring unstructured records. It smoothly integrates software use into data handling as and when it is necessary, with discussion of challenges. It guides the reader to debates about the nature and interpretation of such data and the goals of valid and useful outcomes from qualitative analysis. This text will assist novice researchers to do justice to such data, whatever their background or opportunities for further methods training. For those who wish to work with the QSR NVivo software on the issues and techniques in the book s chapters, resource pages featuring tutorials covering each chapter are available by clicking on the companion website logo above.

New Scientist magazine was launched in 1956 "for all those men and women who are interested in scientific discovery, and in its industrial, commercial and social consequences". The brand's mission is no different today - for its consumers, New Scientist reports, explores and interprets the results of human endeavour set in the context of society and culture.

Foreword In April 1971, Los Angeles and its satellite cities were treated to one of its least interesting and least publicized elections in years. Nothing seemed to be hotly contested. A few Los Angeles city councilmen were up for reelection as were some members of the Board of Education and the Board of Trustees of the Community Colleges. - Nakanishi, Cooper and Kassirjian [1974] Our colleague, Professor Harold H. Kassirjian, ran for one of the seats on the Board of Trustees and received 17,286 votes. While he lost the election, he had collected the data which he felt characterized voting in such /ow-invo/vement cases. He asked us to join him in writing a follow-up to a study of a similar election which had been published the previous faU in Public Opinion Quarterly. Neither of us was content with the methods and models used in the prior study. Shares are different than other criteria, be they vote shares, market shares or retail stores' shares of customers. Different methods are needed to reflect their special nature. And thus began a research collaboration, running 17 years, so far. Though our combined research efforts have covered diverse areas of consumer choice behavior, in recent years we came to the realization that our models and analytical methods might be very profitably employed in the analysis of market-share figures for consumer products.

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