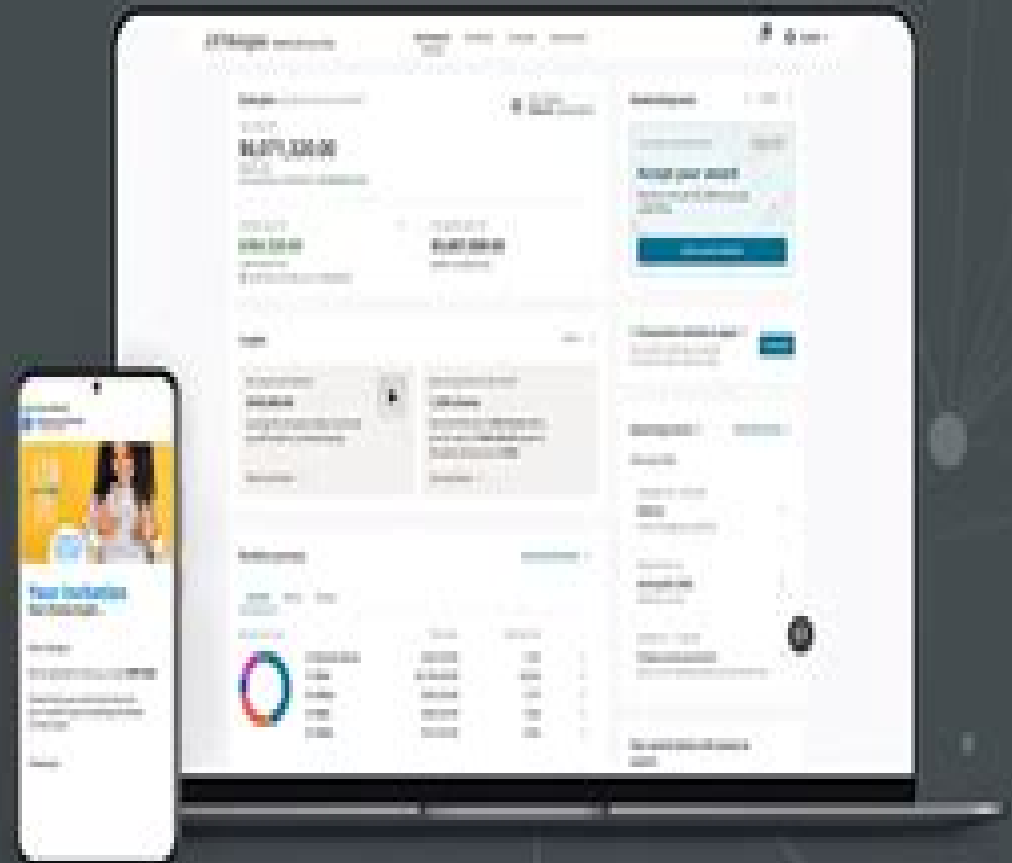


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framework for developing viable market offerings This theory is grounded in the view of marketing as a value creation process essential to any business enterprise The discussion of marketing theory is complemented by practical tools that help managers apply the generalized frameworks to address specific business challenges and capture market opportunities The marketing theory outlined in this book applies to a broad range of companies startups and established enterprises consumer packaged goods companies and business to business firms high tech and low tech ventures online and brick and mortar businesses product manufacturers and value added service providers as well as nonprofit and profit driven organizations This book combines theoretical rigor with practical relevance to strengthen the marketing skills of a wide spectrum of business professionals from those creating new market offerings to those enhancing existing ones from entrepreneurs launching new ventures to managers in established corporations and from product managers to senior executives **Customer Equity Management** John E. Hogan, Katherine N. Lemon, 2002 **Human Resource Management in Consulting Firms** Michel E. Domsch, Elena Hristozova, 2006-04-22 Human resources are one of the most central strategic assets in the consultancy industry ensuring competitive advantage and organizational success Due to this important issue access to hr related information is relatively restricted This book presents insider reports from high profile international consultancies which allow practitioners scholars and graduates to gain an authentic insight into the people management in business consulting Additionally to the overview of existing hr systems the book provides details of practices dealing with issues such as value oriented corporate culture gender diversity management employability leadership development knowledge management and employer branding **The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management** Hossein Bidgoli, 2010 The discipline of technology management focuses on the scientific engineering and management issues related to the commercial introduction of new technologies Although more than thirty U S universities offer PhD programs in the subject there has never been a single comprehensive resource dedicated to technology management The Handbook of Technology Management fills that gap with coverage of all the core topics and applications in the field Edited by the renowned Doctor Hossein Bidgoli the three volumes here include all the basics for students educators and practitioners **Customer Relationship Management** V. Kumar, Werner J. Reinartz, 2006 Customer relationship management CRM offers the potential of maximised profits for today's highly competitive businesses This title describes the methods and structures for integrating CRM principles into the workplace so that a strong customer relationship can be achieved **Next Generation Business Handbook** Subir Chowdhury, 2004-10-04 Coverage of topics like career imprinting and operating in a virtual workspace that are receiving increased attention in organizations **Customer Equity Management** Roland T. Rust, Katherine Lemon, Das Narayandas, 2004-11 bull bull Practical bull Framework bull Applied bull Cases bull Award Winning Research **The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition** Clarke L. Caywood, 2011-12-30 The definitive guide to PR and communications updated

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*Report* United States. National Bureau of Standards,1970      Long range planning Society for Long Range Planning,2002      **Sales Management** Douglas J. Dalrymple,William L. Cron,Thomas E. DeCarlo,2004 Through seven editions Sales Management has provided readers with a comprehensive practical approach to sales management This book places special emphasis on current issues of managing strategic account relationships team development diversity in the work force sales force automation and ethical issues      **2005 IEEE International Conference on Service Operations and Logistics, and Informatics** Robin G. Qiu,2005      **Who Owns Whom** ,2007

Roster of Organizations in the Field of Automatic Computer Machinery ,1972      *CRB Commodity Year Book* ,2000

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