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Martina Topić, George Lodorfos



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Management and the Arts William J. Byrnes, 2014-09-19 The fifth edition of *Management and the Arts* discusses the theory and practical applications from all arts management perspectives including planning marketing finance economics organization staffing and group dynamics Revised to reflect the latest thinking and trends in managing organizations and people this fifth edition features class tested questions in each chapter which help students to integrate the material and develop ideas about how the situations and problems could have been handled Statistics and real world examples illustrate all aspects of arts managements from budgeting and fundraising to e marketing and social networking to working effectively with boards and staff members Case studies focus on the challenges facing managers and organizations every day and In the News quotes provide real world examples of principles and theories Students in Arts Management university courses along with arts managers in a theatre museum dance company and opera will gain useful insights into strategic planning organization and integrated management theories with this book

Marketing and Supply Chain Management Dimitris Folinas, Thomas Fotiadis, 2017-09-13 Organizations are now recognizing the importance of demand supply integration to their growth and success While marketing and supply chain management are an essential part of any business qualification it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM Marketing and Supply Chain Management is among the first to synergize these two disciplines Its holistic approach provides students with a macro level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization This bridge building textbook is ideal for students of marketing logistics supply chain management or procurement who want to understand the machinations of business at a macro level

The Sustainability Debate Martina Topić, George Lodorfos, 2021-03-25 This book goes beyond environmental protection and looks at sustainability by predominantly focusing on human and social sustainability and this focus is carried into sections of the book that discuss sustainable policies media and gender The book takes an academic and practitioner approach

Integrating Marketing and Supply Chain Management Thomas A. Fotiadis, Dimitris Folinas, Adam Lindgreen, Antonios Gasteratos, Christos A. Vassiliadis, 2025-11-14 Successful organisations have long recognised the importance of demand supply integration to maintaining growth and success Integrating Marketing and Supply Chain Management brings together the two disciplines marketing and supply chain management SCM to provide students with a bird s eye view of these disciplines and to appreciate their symbiotic relationship to one another Taking account of the key strategic priorities from the marketing and supply chain disciplines the authors demonstrate how both disciplines can be managed synergistically to the benefit of the organisation Pedagogical features include multiple choice questions extended essay questions and learning objectives in each chapter Case studies from a range of global industries are incorporated including shipping car manufacturing and the retail grocery sector Overall this bridge building textbook is essential reading

for students of marketing logistics supply chain management and procurement

Entrepreneurial Marketing Robert D. Hisrich, Veland Ramadani, 2018 One key for success of an entrepreneur is to obtain sales revenue and profits as quickly as possible upon launching the venture Entrepreneurial Marketing focuses on the essential elements of success in order to achieve these needed sales and revenues and to grow the company The authors build a comprehensive state of the art picture of entrepreneurial marketing issues providing major theoretical and empirical evidence that offers a clear concise view of entrepreneurial marketing Through an international approach that combines both theoretical and empirical knowledge of entrepreneurship and marketing this book informs and enhances the entrepreneurs creativity their ability to bring innovations to the market and their willingness to face risk that changes the world Key components addressed include identifying and selecting the market determining the consumer needs cost effectively executing the basic elements of the marketing mix product price distribution and promotion and competing successfully in the domestic and global markets through implementing a sound marketing plan Numerous illustrative examples throughout the book bring the content to life The mix of theoretical content examples empirical analyses and case studies make this book an excellent resource for students professors researchers practitioners and policymakers all over the world

Marketing and the Customer Value Chain Thomas Fotiadis, Dimitris Folinas, Konstantinos Vasileiou, Aggeliki Konstantoglou, 2022-02-28 Marketing and supply chain management have a symbiotic relationship within any enterprise and together they are vital for a company's viability and success This book offers a systemic approach to the integration of marketing and supply chain management It examines the strategic connections and disconnections between supply chain and operations management and marketing by focusing on the factors that constitute the extended marketing mix including product price promotion people and processes Key aspects of supply chain management are discussed in detail including material handling unit load handling systems and equipment as well as warehousing and transportation design and packaging The book then goes on to explore the marketing functions of intangible products services followed by a focus on B2B markets Throughout there is a strong emphasis on the optimization and maximization of the value chain through the development of a systems approach with a market orientation Pedagogy that translates theory to practice is embedded throughout including theoretical mini cases chapter by chapter objectives and summaries Marketing and the Customer Value Chain will help advanced undergraduate and postgraduate students appreciate how front end marketing can interface with the back end operations of supply chain management

Routledge International Handbook of Adventure Tourism Gill Pomfret, Adele Doran, Carl Cater, 2025-02-28 This handbook presents the latest research industry trends developments and initiatives in adventure tourism It explores conceptualisations of adventure tourism historical and intellectual developments insights into adventure tourists and the supply side of adventure tourism and sustainable and inclusive adventure tourism With contributions from leading international researchers 28 chapters are organised into four thematic parts to provide a comprehensive overview of

adventure tourism The book presents core topics within the field as well as contemporary themes debates and challenges within the industry It adopts a multidisciplinary approach which draws on and applies current research from disciplines including tourism recreation sport and psychology to adventure tourism As such it presents different ways of examining this form of tourism expands knowledge on recent developments and discusses the major claims in this field It explores topics such as instantly accessible adventures the increasing use of technology by adventure tourists and industry and the well being of tourists destinations and communities The handbook informs the reader of how literature translates into practice across different adventure tourism operations It also investigates some of the key challenges affecting the adventure tourism industry and presents practical solutions and initiatives to overcome these Case studies and vignettes are embedded throughout the handbook to illustrate practitioner perspectives and each chapter includes learning outcomes and review questions to encourage readers to further consolidate their understanding The handbook is intended for undergraduates postgraduates doctoral candidates and early career and more established researchers interested in the fields of adventure tourism and related disciplines such as adventure recreation outdoor leadership and outdoor education It is useful for industry organisations policymakers professionals and those working towards outdoor activity qualifications It is also a valuable resource for supporting related modules on sustainable tourism consumer behaviour and marketing in tourism

Fundamentals of Marketing Geraldine McKay, Paul Hopkinson, Lai Hong Ng, 2018-03-06 Introduces the key terms concepts and practices to provide a firm foundation for undergraduate students It discusses contemporary technologies used in marketing alongside established practices to develop an understanding of the positive effects of marketing balanced with critical discussion about its contribution to the wider aims of society

Social and Sustainability Marketing Jishnu Bhattacharyya, Manoj Kumar Dash, Chandana Hewege, M.S. Balaji, Weng Marc Lim, 2021-09-26 an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies This compilation should be essential reading for the discerning student of sustainable consumption and production Professor Pierre McDonagh Associate Editor Journal of Macromarketing USA Professor of Critical Marketing however the level of existing literature and availability of teaching cases reflect a dearth of real case studies especially those focused on marketing for social good This book of actual case studies will address that need In addition this book is important and timely in providing a case book for instructors those in both industry and academia to help them in teaching and training the next generation of leaders through corporate training and universities Currently marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles such as social marketing green marketing and sustainability marketing The relevance of these studies is increasing across the globe This book is composed of long and short real cases with varying complexity in different sectors This case book will also cover some review articles

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Yearbook of Varna University of Management ,2020-09-09 Volume XIII includes scientific articles and reports from the 16th International Scientific Conference on the topic of The science and digitalisation in help of business education and tourism September 7th 8th 2020 Varna Bulgaria

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