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Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6165
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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Session 1.1: Cultures, Regions, and Identity -- Session 1.2: Cross-Cultural Ethics and Social Responsibility -- Session 2.1: Marketing Strategy and Performance -- Session 3.1: Consumer Behavior across Cultures (I) -- Session 3.2: Business-to-Business Marketing across Cultures -- Session 4.1: Cross-Cultural Research Methodology -- Session 4.2: Marketing of Services across Cultures -- Session 4.3: Business-to-Business Marketing across Cultures -- Session 5.1: Product Management across Cultures: Selected Issues -- Session 5.3: Pedagogical Topics (I) -- Session 6.1: Consumer Behavior across Cultures (II) -- Session 6.2: Special Session: trust in exchange dyads -- Session 6.3: Pedagogical Topics (II) -- Session 7.1: Global Brands and Brand Equity -- Session 7.2: Country-of-Origin and E-Loyalty -- Session 8.1: Professional Topics -- Session 8.2: Special Session:

International Cultural Issues in Pricing Strategy -- Session 8.3: Cross-Cultural Integrated Marketing Communications -- Session 9.1: Culture and Brand Personality -- Session 9.2: Some Important Effects of Globalization on Advertising and the Advertising Industry in French Speaking Nations -- Session 9.3: Consumer Behavior across Cultures (IV) -- Session 10.1: Marketing Education across Cultures -- Session 11.1: Consumer Behavior across Cultures (III) -- Session 11.2: Social, Complaining and Not-for-Profit Marketing -- Session 11.3: Travel and Tourism Marketing (I) -- Session 12.1: Travel and Tourism Marketing (II) -- Session 12.2: Culture and Marketing Strategy.

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Sommario/riassunto

This volume includes the full proceedings from the 2010 Cultural Perspectives in Marketing Conference held in Lille, France with the theme Cultural Perspectives in a Global Marketplace. This volume presents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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