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Titolo	Strategic marketing management in Asia : case studies and lessons across industries // foreword by Jaideep Prabhu ; endorsements by Jagdish Sheth, Kasturi Rangan, Abdul Mannan ; edited by Syed Saad Andaleeb, Khalid Hasan
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Nota di contenuto	Evolution of marketing as a discipline / Syed Ferhat Anwar -- Marketing environment / Geok Theng Lau -- Strategic planning and marketing models / Khandoker Mahmudur Rahman -- Marketing research / Syed Saad Andaleeb and Khalid Hasan -- Consumer behavior / Syed Saad Andaleeb and Shiraz Latiff -- Market segmentation, targeting, and positioning / Syed Saad Andaleeb -- Product decisions / Murali Manohar Bhupathi -- New product development / Ehsan ul Haque and Khalid Hasan -- Packaging / Khandoker Mahmudur Rahman -- Branding and brand management / Bushan D. Sudhakar -- Consumer behavior and the anatomy of a brand / Uditha Liyanage -- Services marketing / Syed Saad Andaleeb -- Pricing strategy / Rajesh C. Jampala -- Integrated marketing channels / Saroj Kumar Datta and Shamindra Nath Sanyal -- Integrated marketing communications / Murali Manohar Bhupathi -- Sales force management / J. Clement Sudhakar -- Social marketing and social business / Khalid Hasan -- Rural marketing / Anurudra Bhanot.
Sommario/riassunto	With a view to continue the current growth momentum, excel in all

phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses. Featuring top academics and practitioners, this book helps academics and students understand key issues, especially in the context of changing economic and related challenges in the Asian markets. Multi-industry case studies address how market opportunities need to be created, how to leverage constrained capabilities, and how to create sustainable, competitive advantage to pursue profitable growth in Asia. The case studies are drawn from across Asia, including Bangladesh, India, Sri Lanka, Malaysia, Myanmar, Pakistan, Vietnam and Singapore.
