1. Record Nr. UNINA9910847079103321 Autore Mutum Dilip S Titolo Marketing Case Studies in Emerging Markets: Contemporary Multi-Industry Issues and Best-practices Cham:,: Springer,, 2024 Pubbl/distr/stampa ©2024 **ISBN** 3-031-51689-3 Edizione [1st ed.] Descrizione fisica 1 online resource (252 pages) Collana Springer Business Cases Series Altri autori (Persone) EweSoo Yeong GhazaliEzlika M Louis VincentRacheal Lingua di pubblicazione Inglese Materiale a stampa **Formato** Livello bibliografico Monografia Nota di contenuto Intro -- Contents -- Introduction: Emerging Market Resilience: Modern Marketing Strategies for a Dynamic World -- References -- Part I: Crisis Management and Recovery Strategies -- Case 1: Resilience and Recovery in the Tourism Industry During COVID-19 -- 1 Introduction -- 2 Overview of the Hotel Industry in Indonesia and Malaysia: A Critical Economic Pillar -- 3 The Unprecedented Impact of the COVID-19 Pandemic on the Hotel Industry in Indonesia and Malaysia -- 4 Survival and Growth Strategies During the Crisis --4.1 Cost-Based Strategies -- 4.2 Product/Service-Based Strategies --4.3 Market-Based Strategies -- 4.4 Community-Based Strategies -- 5 Conclusion -- References -- Case 2: Maxis: The Social Media Quagmire and the Road to Redemption -- 1 Going 'Live' to Apologise -- 2 About Maxis -- 3 Market Share -- 4 The Dynamic CEO -- 5 Maxis Social

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