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Titolo	Essential B2B Marketing Strategies : Theories, Cases and Concepts for a Contemporary World // by Naushaba Chowdhury, Pravin Balaraman, Jonathan Liu, Ibrahim Sirkeci, Jonathan A.J. Wilson
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Altri autori (Persone)	BalaramanPravin LiuJonathan Sirkecilbrahim WilsonJonathan A. J
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Nota di contenuto	Chapter 1: The Challenging and Changing B2B Landscape -- Chapter 2: Marketing Theories under the B2B Lens -- Chapter 3: B2B Marketing Mix -- Chapter 4: Exploring B2B Marketing Strategies -- Chapter 5: Ethics and Sustainability in B2B Marketing -- Chapter 6: Competitive Advantage through B2B Marketing -- Chapter 7: B2B Marketing in the Service Era -- Chapter 8: Servitization -- Chapter 9: B2B Marketing Technology -- Chapter 10: Leadership and People in B2B Marketing -- Chapter 11 Supply Networks in B2B -- Chapter 12: Artificial intelligence in B2B Marketing.
Sommario/riassunto	This textbook equips readers with a clear understanding of how B2B markets have evolved in recent years, from the traditional focus on product development to more targeted approaches that focus on relationships, digitalization, innovation and sustainability. Exploring the relevant theories behind this evolution and providing an extensive understanding of contemporary marketing strategies, the book equips readers with a broad perspective of B2B marketing – the evolution, theories, concepts, and the external environment – that allows students to put theory into practice in both manufacturing and service sectors. Allowing for a holistic understanding of contemporary B2B practices,

students will learn how to design a competitive marketing strategy for the current business environment. Covering key topics such as the customer journey, branding, value co-creation and servitization, and with a wide range of case studies, this is an essential text for students at both undergraduate and post-graduate level. Naushaba Chowdhury has more than two decades of extensive experience in B2B marketing within the garment manufacturing and sourcing sectors in Bangladesh, Cambodia, and the UK. She is an Associate Lecturer at the University of the West of Scotland (UWS) teaching marketing and management modules. Pravin Balaraman is a Reader (Associate Professor) in Marketing at the University of the West of Scotland (UWS). He leads the Business School's initiatives in Transnational Education and Mobility. Prior to this role, he served as a tutor for MBA programs at the University of Strathclyde. Jonathan Liu is co-founder and Executive Dean of the International Business School in Sale, Manchester, UK. He is an Adjunct Professor with the University of Wales, Trinity St David London. He researches on Entrepreneurship, Heritage, and Performance Management. Jonathan has over 40 years of academic and administrative management experience in Higher Education. Ibrahim Sirkeci is a leading scholar and practitioner with an exceptional background in migration studies, transnationalism, and international business strategy. He is an academic leader and entrepreneur. Ibrahim Sirkeci is currently Director of International Business School, Manchester, UK. He is also adjunct Professor at Hamburg University, Germany. Jonathan A.J. Wilson is an award-winning practitioner and academic with two doctorates – specialising in what he calls the ABCDs: Advertising, Branding, Communication, and Digital. Having graduated from the faculties of Science, Art & Design, Business, and Humanities, he champions the art of Science and the science of Art.

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Nota di contenuto	Frontmatter 1 Table of Contents 5 All that Glitters is not Silver - Technologies for the Elderly in Context. Introduction 9 Motives of the Elderly for the Use of Technology in their Daily Lives 27 An Exploration of Mobile Telephony Non-use among Older People 47 Older Women on the Game: Understanding Digital Game Perspectives from an Ageing Cohort 67 Social Inclusion of Elderly People in Rural Areas by Social and Technological Mechanisms 93 Skripting Age - The Negotiation of Age and Aging in Ambient Assisted Living 121 Making Space for Ageing: Embedding Social and Psychological Needs of Older People into Smart Home Technology 141 Seeing Again. Dementia, Personhood and Technology 163 Enabling a Mobile and Independent Way of Life for People with Dementia - Needsoriented Technology Development 183 Emotional Robotics in the Care of Older People: A Comparison of Research Findings of PARO- and PLEO- Interventions in Care Homes from Australia, Germany and the UK 205 Navigating the European Landscape of Ageing and ICT: Policy, Governance, and the Role of Ethics 227 Ageing and Technology

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Sommario/riassunto

The booming increase of the senior population has become a social phenomenon and a challenge to our societies, and technological advances have undoubtedly contributed to improve the lives of elderly citizens in numerous aspects. In current debates on technology, however, the »human factor« is often largely ignored. The ageing individual is rather seen as a malfunctioning machine whose deficiencies must be diagnosed or as a set of limitations to be overcome by means of technological devices. This volume aims at focusing on the perspective of human beings deriving from the development and use of technology: this change of perspective – taking the human being and not technology first – may help us to become more sensitive to the ambivalences involved in the interaction between humans and technology, as well as to adapt technologies to the people that created the need for its existence, thus contributing to improve the quality of life of senior citizens.
