

1. Record Nr.	UNISA990001904750203316
Autore	MAZELAN, Norsaidatul Akmar
Titolo	Multimedia super corridor : a journey to excellence in institutions of higher learning / Norsaidatul Akmar Mazelan, Martin Harnevie, Abelardo C. Valida
Pubbl/distr/stampa	London : ASEAN Academic Press, 1999
ISBN	1-901919-14-5
Descrizione fisica	XXI, 168 p. : ill. ; 23 cm
Altri autori (Persone)	HARNEVIE, Martin VALIDA, Abelardo C.
Disciplina	302.23
Soggetti	Tecnologia dell'informazione - Impiego nella formazione
Collocazione	302.23 MAZ 1 (ISP V 718)
Lingua di pubblicazione	Inglese
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2. Record Nr.	UNISALENTO991002054519707536
Autore	Berl, Emmanuel
Titolo	Mort de la Pensée Bourgeoise / par Emmanuel Berl
Pubbl/distr/stampa	Paris : Bernard Grasset editeur, 1929
Descrizione fisica	v. ; 19 cm
Collana	Les "écrits" / sous la direction de Jean Guéhenno
Disciplina	305.5520
Soggetti	Intellettuali - Francia Letteratura francese - Sec. 20
Lingua di pubblicazione	Francese
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3. Record Nr.	UNINA9910133350703321
Autore	Lambin Jean-Jacques <1933-, >
Titolo	Changing market relationships in the Internet age
Pubbl/distr/stampa	Presses universitaires de Louvain, 2008 [Place of publication not identified], : Presses universitaires de Louvain, 2008
ISBN	2-87558-183-X
Descrizione fisica	1 online resource (189 pages)
Collana	Hors collection
Soggetti	Commerce Business & Economics Marketing & Sales
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This volume, which takes the form of an essay, attempts to structure a forward- looking approach to the evolving role of marketing in today's economy. Many organisations today recognize the need to become more market responsive in view of the growing complexity of the global and interconnected market in which they operate. Internet technology is resulting in an increasingly globalised market, with easier access to information, new market players and new forms of partnerships. It is also changing consumer behaviour and reinforcing the power of the market over business. It is creating virtual markets where consumers can find customized solutions to their problems which cut across traditional market boundaries. In this new environment, traditional market participants have changing roles, new market actors are emerging and competition is intensifying. To be successful, being customer-oriented is not enough. Business leaders have to review their strategic options and strengthen the market orientation of their enterprises to cope effectively with today's highly competitive, multi-stakeholder market. The objective of this book is to revisit the concept of traditional marketing management and to analyse changing market relationships among market players and their impact on the key decisions of strategic and operational marketing.
