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"This book provides a comprehensive collection of research on current technological developments and organizational perspectives on the scale of small and medium enterprises"--Provided by publisher.

In order to increase the economic opportunities available, enterprise development plays a crucial role in the progression of socio-economic development for small and medium enterprises. Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes explores the process of enterprise development and its reconstruction of entrepreneurial identities, critical competencies as well as market turnaround for SMEs. This book aims to be a critical resource in the understanding of enterprise strategies adopted and lessons learned for management development. It is a successful resource for students, researchers and professionals interested in the growth SMEs.

This insightful Handbook provides a comprehensive state-of-the-art review of business-to-business marketing. It supplies an overview and pioneers new ideas relating to the activity of building mutually value-generating relationships between organizations Ð from businesses to government agencies to not-for-profit organizations Ð and the many individuals within them. Comprising 38 chapters written by internationally renowned scholars, this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective (state of theory and state of practice). The material in this compendium includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. Published in conjunction with Penn State Ös Institute for the Study of Business Markets, this extensive volume will expand research and teaching in business-to-business marketing in academia and will improve the practice of business-to-business marketing for firms in the industry. This path-breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business-to-business marketing domain. It will also prove an invaluable resource for forward-thinking business-to-business practitioners who want to be aware of the current state of knowledge in their domains.

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.

Selling Building Partnerships 6th Edition

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Selling: Building Partnerships, 9e remains the most innovative textbook in the Selling course area today with its unique role plays and partnering skills which are critical skills for all business people. The authors emphasize throughout the text the need for salespeople to be flexible—to adapt their strategies to customer needs, buyer social styles, and relationship needs and strategies. This is followed by a complete discussion of how effective selling and career growth are achieved through planning and continual learning. This market-leading text has been updated to continue its relevance in the Selling market today just as it was twenty years ago.

Com o objetivo de fornecer uma apresenta ç ã o clara e concisa dos princ í pios b á sicos da á rea, Introdu ç ã o ao marketing: criando valor para os clientes enfatiza o conte ú do de qualidade, com foco na gest ã o e desenvolvimento estrat é gico de marketing, objetivando desenvolver um trabalho superior para a satisfa ç ã o dos consumidores. A abordagem do conte ú do inicia-se pelos princ í pios essenciais da gest ã o de marketing, apresentando os conceitos b á sicos, terminologias, t é cnicas e ferramentas de estrat é gia; passa pela an á lise financeira, pois é importante que o aluno tenha em mente que os objetivos finais s ã o expressos em termos financeiros, e conclui com a pr á tica do desenvolvimento do plano de marketing. Todo o conte ú do é conduzido de forma que o aluno, ao final do estudo, seja capaz de analisar problemas e casos e de desenvolver planos de marketing coerentes e aplic á veis ao cotidiano. Ao trazer para o Brasil uma obra que j á é sucesso universit á rio no exterior, um cuidadoso trabalho de adapta ç ã o foi feito, com revis ã o terminol ó gica, inclus ã o de casos, brasileiros e estrangeiros, e com produtos que s ã o de conhecimento de todos, facilitando a compreens ã o do conte ú do pelo leitor.

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This set offers an encyclopedic examination of information systems. Articles begin with easily understandable concepts and become increasingly sophisticated, satisfying the needs of all readers. Each article contains an average of 8 graphs and 8 tables illustrating its important points. There are approximately 220 separate articles. (Midwest).

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