

Diversity in European marketing: text and cases

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20396659&lokasi=lokal>

Abstrak

This book offers a non-traditional perspective to European marketing by addressing up-to-date issues and challenges for marketers through short cases and relevant received theory. Specific student assignments further provide educators, who want to take a European perspective in their teaching, with probing discussion material and encourage readers to think ahead. All cases are written by expert academics of leading management schools in Europe, establishing diversity in culture and approaches. The topics are accordingly as diverse as its contributors and include case studies and insights on the European marketing and management of companies such as Aldi, Delhaize, DeLaval, Deutsche Bank, KFC, Kofola, Puma, and Vestas Wind Systems, among others.