

# CASES IN MARKETING MANAGEMENT



**IVEY**

ROBERTS SCHOOL OF MANAGEMENT  
THE UNIVERSITY OF MICHIGAN

EDITED BY  
**KENNETH E. CLOW**  
**DONALD BAACK**



# Cases In Marketing Management The Ivey Casebook Series

**Arthur James Wells**



## **Cases In Marketing Management The Ivey Casebook Series:**

**Cases in Marketing Management** Kenneth E. Clow, Donald Baack, 2011-03-28 This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis. The cases were chosen to help students apply conceptual strategic thinking to issues in marketing management as well as provide them with more practical operational ideas and methods. Cases were chosen from around the world from small and large corporations and include household names such as Twitter, Best Buy, Ruth's Chris, and Kraft Foods. The majority of the cases are very recent from 2009 or later. Each chapter begins with an introductory review of the topic area prior to the set of cases and questions are included after each case to help students to think critically about the material. **Cases in Marketing Management** is edited by Kenneth E. Clow and Donald Baack and follows the structure and goals of their textbook *Marketing Management: A Customer Oriented Approach*. It can also be used as a stand alone text or as a supplement to any other marketing management textbook for instructors who want to more clearly connect theory and practice to actual cases.

**Case Studies in Marketing Management** S. Ramesh Kumar, 2012

**Cases in Business Ethics** David J. Sharp, 2006

Fresh and insightful cases. Dr. Patricia Mitchell, University of San Francisco. The Ivey Casebooks Series is a co-publishing partnership between SAGE Publications and the Richard Ivey School of Business at The University of Western Ontario. Due to their popularity in more than 60 countries, approximately 200 new cases are added to the Ivey School of Business library each year. Each of the casebooks comes equipped with Instructor's Resources on CD-ROM. These affordable collections will not only help students connect to real world situations but will benefit corporations seeking continued education in the field as well. **Cases in Business Ethics** provides the opportunity for students not only to discuss the application of ethical theories in managerial situations but also to apply judgment and make decisions in a real world context. This collection of cases focuses on business decision making and includes both short and long more complex cases that highlight the practicalities of business practice and ethical theory. A beneficial feature of **Cases in Business Ethics** is the variety of ways in which the cases can be organized to fit the course curriculum. The instructor's resources on CD-ROM include detailed 6-10 page case notes for each case, preparation questions for students to review before class, discussion questions, and suggested further readings.

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*Case Studies in Marketing* Kanwal Nayan Kapil, 2011

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- Political Variables: Regulations, financial incentives, taxation, foreign investment restrictions and international trade and investment agreements.
- Societal Variables: Labor and environmental practices, ethics, corporate social responsibility, boards of directors and demographics.
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represented in this casebook Strong decision orientation of real world cases Clear development of the link between business processes and customer value Diversity of international case settings Mixture of cases simulations and in class exercises Includes Instructors Resources on CD ROM with detailed 6 10 page casenotes for each case preparation questions for students to review before class discussion questions and suggested further readings The IVEY Casebook Series Cases in Business Ethics Cases in Entrepreneurship Cases in Gender Diversity in Organizations Cases in Operations Management Cases in Organizational Behavior Cases in the Environment of Business Cases in Alliance Management Mergers and Acquisitions Text and Cases

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**Management and Labour Studies**, 2008

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**Supply Chain Management in the Mastering Business in Asia Series** Bowon Kim, 2005-11-04 Supply chain management is a broader concept than logistics and extends beyond the company to all

branches in the supply chain including vendors customers carriers facilitators and channel intermediates An in depth understanding of supply chain fundamentals is imperative to create real value for the customer Bowon Kim s Supply Chain Management examines the issues of effective SCM from the perspective of a dynamic organization offering theoretical and empirical knowledge to effectively manage this interlocking series of transactions Key decision dimensions are analyzed to better appreciate and manage the interrelationships between the critical elements of any SCM strategy configuration connection inventory and logistics Each element is reviewed to understand its dynamics and how it interacts with other factors to influence the overall performance of the supply chain All linkages are scrutinized from the optimum characteristics of supply chain coordination to innovative collaboration the evolution of a supply chain strategy is charted through the course of this unique reference book By thoroughly studying this book readers will be able to develop a highly effective and well balanced perspective to elucidate significant managerial problems in supply chain management **Cases in Strategic**

**Management** Charles W. L. Hill,Gareth R. Jones,2004 For full description see Hill Jones Strategic Management 6 e

**Asia-Pacific Cases in Strategic Management** Paul W. Beamish,2000 This anthology provides strategic management case studies relating to the Asia Pacific region **American Book Publishing Record** ,2007 Cases In Leadership Rowe,2010-05-08 Cases in Leadership is a unique collection of 30 real world leadership cases from Ivey Publishing plus fourteen practitioner readings from the Ivey Business Journal This casebook helps business students gain a better understanding of leadership and enables them to be more effective leaders through their careers The selected cases are about complex leadership issues that require the attention of the decision maker in each case Key Features Presents real world cases related to leadership Cases illustrate the complex nature of leadership in organizations from around the world Provides an entire chapter on strategic leadership This chapter introduces students to a concise description of cutting edge thinking on strategic leadership Generates classroom discussion Cases let students grapple with actual decisions that real world managers have faced Offers much more than a collection of cases W Glenn Rowe provides summaries of concepts helpful discussion questions and readings for each chapter Intended Audience This supplement text is intended for advanced undergraduate and graduate leadership courses taught in management departments schools of public administration and communication departments It is organized to work especially well in conjunction with the fourth edition of Peter Northouse s Leadership Theory and Practice SAGE 2007 but it is suitable for use with any standard textbook on leadership The British National Bibliography Arthur James Wells,2006 Cases in Marketing Management Kenneth L. Bernhardt,Thomas C. Kinnear,1994-01 A marketing case book for use where Harvard length cases are not appropriate Each case is designed to fit into a specific section of a course in Marketing Management A typical case length is 15 30 pages *Marketing* Gary Armstrong,2003-03 Appropriate for students taking an introductory course in marketing at both the college and university levels This text balances theory applications and pedagogy to provide an effective teaching and learning tool The Road to

Marketing aids help students learn link and apply important concepts      *Canadian Who's Who 2008* Elizabeth Lumley, 2008-01-05 Now in its ninety eighth year of publication this standard Canadian reference source contains the most comprehensive and authoritative biographical information on notable living Canadians Those listed are carefully selected because of the positions they hold in Canadian society or because of the contribution they have made to life in Canada The volume is updated annually to ensure accuracy and 600 new entries are added each year to keep current with developing trends and issues in Canadian society Included are outstanding Canadians from all walks of life politics media academia business sports and the arts from every area of human activity Each entry details birth date and place education family career history memberships creative works honours and awards and full addresses Indispensable to researchers students media business government and schools Canadian Who s Who is an invaluable source of general knowledge The complete text of Canadian Who s Who is also available on CD ROM in a comprehensively indexed and fully searchable format Search astronaut or entrepreneur of the year aboriginal achievement award and Order of Canada and discover a wealth of information Fast easy and more accessible than ever the Canadian Who s Who on CD ROM is an essential addition to your electronic library

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