African Life with Known and Unknown Love Partners

Businesses are important for economic development of nation and increasing of living standards of people. Also, management is a critical factor for both businesses because it creates utility for businesses. All the success and failure depend upon business functions and management. In this context, this book contains three important factors of business management. In the first part of the book covers strategic management subjects; especially entrepreneurship and human resource management. The second part of the book includes accounting and auditing. The third part of the book is about marketing.

Cross-Border E-Commerce Marketing and Management

The travel and tourism industry in South Africa has shown steady growth over the last decade, and many education institutions have therefore introduced new courses to prepare students for careers in the travel and tourism industry.

South African national bibliography

This book examines the trajectory of management studies in South Africa during the apartheid and post-apartheid periods. The unique political journey of South Africa provides a distinctive context in which to explore the progression of management studies within a developing state. The authors consider how Apartheid has configured the discipline of management studies to reflect certain racial, institutional and gendered trends, and analyse the extent to which these trends have adapted or changed in post-Apartheid times. Appealing to management scholars and professionals, this book provides implications for policy and practice within the South African higher education
sector, and presents avenues for future research.

Marketing Communications Management

Modern corporations face a variety of challenges and opportunities in the field of sustainable development. Properly managing assets and maintaining effective relationships with customers are crucial considerations in successful businesses. Innovations in Services Marketing and Management: Strategies for Emerging Economies presents insights into marketing strategies and tactical perspectives in both large and small enterprises. The chapters in this book explore case studies, contemporary research, and theoretical frameworks in effective business management, providing students, academicians, researchers, and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services.

Event Management: Putting thery into practice - A South African Approach, 3rd Edition

In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital
ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. Advanced Digital Marketing Strategies in a Data-Driven Era contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

Tourism Management in Southern Africa

Perspectives on Thought Leadership for Africaís Renewal

Fresh Perspectives: Marketing

Achieving Excellence in Selling, now its third edition, is an outcomes-based, practical "how to" guide on maximising sales potential. This edition looks at sales and marketing from an increasingly southern African perspective and contains case studies to make the theoretical principles accessible. An increased emphasis on the use of technology throughout the text helps to make the text current.
The world is in a constant state of flux, and this influences the operations of every business and organisation. Business Management: A Contemporary Approach deals with these changes by covering the functions of a business or an organisation and then addressing the contemporary issues that affect them. These issues include globalisation, corporate entrepreneurship and citizenship, credit, diversity and HIV/AIDS. Every student of business and business manager needs to understand the importance of these issues and their influence on the operations of a business. Business Management: A Contemporary Approach also highlights the interdependency between the various business functions. This interdependency is very important for a business or organisation to operate as a whole.

Business-to-Business Marketing

organisational behaviour in Southern Africa, 2nd edition

Many governments in developing nations are finding it nearly impossible to address challenges posed to their countries, including poverty, disease, and high levels of youth unemployment. Thus, social entrepreneurs are attempting to address these social challenges through the creation of social enterprises. However, further research is needed as to what social entrepreneurship is and how these enterprises can utilize and formulate marketing strategies. Strategic Marketing for Social Enterprises in Developing Nations provides innovative insights for an in-depth understanding of where marketing and social entrepreneurship interact, providing clarity as to what social
entrepreneurship is as an organizational offering, what drives social entrepreneurship, and the formulation of marketing strategies for social enterprises. Highlighting topics such as income generating, marketing management, and media dependency theory, it is designed for managers, entrepreneurial advisors, entrepreneurs, industry professionals, practitioners, researchers, academicians, and students.

Research Anthology on Cross-Industry Challenges of Industry 4.0

Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and frameworks accessible and in discussing how to use them, this edited textbook goes beyond the identification of historical, socio-cultural and political factors and their effects on market outcomes. It builds understanding of the cultural symbols, world views, and practices at the heart of organizations and consumer collectives to better comprehend their relationships in markets. This book highlights the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including: market segmentation, product and brand positioning, market research, pricing, product development, advertising, and retail distribution, among others. With global contributions grounded in the authors’ primary research with companies such as General Motors, Camper, Prada, Mama Shelter, Kjaer Group, Hom, and the Twilight Community, this edited volume delivers a truly innovative marketing textbook. Marketing Management: A Cultural Perspective brings a timely and relevant learning resource to marketing students, lecturers, and managers across the world.
Sustainable Tourism: Breakthroughs in Research and Practice

Principles of Sport Management is a subject taught at various levels to students doing a degree or diploma in Sport Management. This textbook will look at the theoretical background on various management concepts such as the sporting environmental model, SWOT analysis, planning, organising, leading and control. The content will deal extensively with the legal aspects of sport management within a South African context and cover the functional areas of management by looking at the marketing function, the financial management function and the human resource function. The text concludes with a special addition to the functional areas: event management. This textbook focuses specifically on Sport Management within a South African context and from a South African perspective. Students will look at South African examples and this will provide them with the ability to apply specific theoretical concepts to South African cases. Long and overdue study material needed in South Africa which is able to talk to the student and inform them on the relevant and main concepts of Sport Management in South Africa. Vernon Oosthuizen, NMMU.

International Books in Print

Management Studies in South Africa

Strategic Marketing for Social Enterprises in Developing Nations
Emerging Innovative Marketing Strategies in the Tourism Industry

Advances in technological innovations, automation, and the latest developments in artificial intelligence (AI) have revolutionized the nature of work and created a demand for a new set of skills to navigate the Fourth Industrial Revolution (Industry 4.0). Therefore, it is necessary to equip displaced workers with a new set of skills that are essential for conversion into technical or other functional areas of business. Human Capital Formation for the Fourth Industrial Revolution is an essential research publication that recognizes the need to revitalize human capital formation for graduate employability in Industry 4.0 and discusses new skills and competencies needed to cope with the challenges present within this industrial revolution. The book seeks to provide a basis for curriculum design in line with the advances in technological innovations, automation, and artificial intelligence to enhance current and future employment. Featuring an array of topics such as curriculum design, emotional intelligence, and healthcare, this book is ideal for human resource managers, development specialists, training officers, teachers, universities, practitioners, academicians, researchers, managers, policymakers, and students.

Retail Management

As populations become increasingly mobile and production is globalized, countries and
regions around the world are becoming multicultural in social composition. Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers. These important issues are addressed in this detailed volume, which examines critical multicultural marketing issues at various geographic national, regional and global levels.

Marketing Communications

With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

Does Marketing Need Reform?

Written by thirty-five noted management and turnaround practitioners, consultants, and academics in South Africa, this book is based on the highly successful Wits Business School (WBS) program How to Manage a Turnaround and Corporate Renewal (MATCR). WBS was one of the first business schools in the world to introduce an executive education program in turnaround management. Many of the concepts and principles from the program can be applied to various non-business turnaround aspects of life. Therefore, the book is not only aimed at management practitioners, consultants, academics, and students, but also at staff experts, engineers, accountants, and lawyers in
the private sector, municipality and trade union leaders, government, organizations linked to state structures, non-profit organizations, sporting clubs, and educational institutions. It provides meaningful insights into the various processes of turnaround management and corporate renewal, including stages of a turnaround, rapid appraisal and detailed analysis, recovery plan development and implementation. Industry leaders evaluate aspects such as strategy, legal, the new business rescue legislation, finance, human resources, marketing, operations, stakeholder management as well as external and political factors. Tools and techniques that can be used to deal with many different turnaround challenges are explained in considerable detail, complemented by case studies written by people who have led successful turnarounds in South Africa.

Marketing Management : A South African Perspective 3e

Business-to-Business Marketing: An African Perspective: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies. The Authors Collectively the four authors have over 60 years of teaching and research in B-to-B marketing and management in and outside Africa. They
have the managerial and consulting experience that has enabled them to combine theory with practice. Their experience and knowledge provide the needed background to uniquely integrate teaching and research with the realities of the African B-to-B market. Their command of and insight into the subject are unparalleled.

Advanced Digital Marketing Strategies in a Data-Driven Era

Focusing on the environment, market research, buyer behavior, cyber marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.

Marketing Management

This book takes a fresh look at marketing and covers relevant and topical issues in the marketing world. This book not only covers the fundamental marketing issues but also focuses on emerging issues such as leadership in marketing, marketing metrics and the contribution to ROI, customer value and retention as prime strategies and marketing in developing countries. The book has been developed for South African students with a South African frame of reference. The well-designed text with ample examples and case studies will enable the students to understand and identify with this book.

Achieving Excellence in Selling

This book explores the issues of promiscuity and carelessness and their effect on the prevalence of STIs and HIV/AIDS in Africa from a perspective focusing on African cultural constructs. As such, it puts African sexual habits and cultural beliefs vis-à-vis
the STI and HIV/AIDS debate in an understandable context. It will appeal to both the general public, as well as people in the private and public health spheres concerned with this scourge, as the book will assist in dealing with the associational and causative factors of the STI and HIV/AIDS epidemic.

Marketing Management

Six marketing communication tools—advertising, personal selling, sales promotion, direct marketing, public relations, and sponsorship—are reviewed in this text for South African learners and practitioners. This fully updated edition focuses on recent developments in marketing communications, highlighting the use of the World Wide Web, e-mail, and instant messaging in marketing. The user friendly and interactive presentation for self-assessment makes this an outcome-based learning tool.

Innovations in Services Marketing and Management: Strategies for Emerging Economies

Collects the insights of a group of leading marketing thinkers and practitioners who are committed to restoring marketing's timeless values. This book aims to set an agenda for a generation of marketing principles. It seeks to understand and explain how and why marketing has veered off course in order to steer it back in the right direction.

Principles of Sport Management
Business & Management Practices

As Industry 4.0 brings on a new bout of transformation and fundamental changes in various industries, the traditional manufacturing and production methods are falling to the wayside. Industrial processes must embrace modern technology and the most recent trends to keep up with the times. With “smart factories”; the automation of information and data; and the inclusion of IoT, AI technologies, robotics, and cloud computing comes new challenges to tackle. These changes are creating new threats in security, reliability, the regulations around legislation and standardization of technologies, malfunctioning devices or operational disruptions, and more. These effects span a variety of industries and need to be discussed. Research Anthology on Cross-Industry Challenges of Industry 4.0 explores the challenges that have risen as multidisciplinary industries adapt to the Fourth Industrial Revolution. With a shifting change in technology, operations, management, and business models, the impacts of Industry 4.0 and digital transformation will be long-lasting and will forever change the face of manufacturing and production. This book highlights a cross-industry view of these challenges, the impacts they have, potential solutions, and the technological advances that have brought about these new issues. It is ideal for mechanical engineers, electrical engineers, manufacturers, supply chain managers, logistics specialists, investors, managers, policymakers, production scientists, researchers, academicians, and students looking for cross-industry research on the challenges associated with Industry 4.0.

Marketing Places and Spaces

The continued advancement of globalization, increases in internet connectivity, compatibility of international payment systems, and adaptability of logistics and shipping...
processes have combined to contribute to the rapid growth of the cross-border e-commerce market. Due to these advancements and the ubiquitous presence of smartphones, consumer use of cross-border e-commerce is increasingly simplified, and thus, sellers are hardly restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. The burgeoning opportunities, habits, and trends of shopping on cross-border e-commerce platforms have expedited the prospect of becoming a presence in the global market. This is true for enterprises of all sizes, especially for small- and medium-sized enterprises (SMEs) that want to add their footprint in the international market for the first time. Like any other industry, cross-border e-commerce has its specific economics and driving forces, but has different scopes, challenges, and trends due to the geographic and cultural expanse of relevant environments. Cross-Border E-Commerce Marketing and Management was conceptualized by identifying the scope of new complementary information with a comprehensive understanding of the issues and potential of cross-border e-commerce businesses. The authors believe that this book will not only fill the void in the current research but will also provide far-sighted vision and strategies, as it covers big data, artificial intelligence, IoT, supply chain management, and more. This book provides the necessary knowledge to managers to compete with the competitive market structure and ultimately contribute to the sustainable economic growth of a country. It works as a guideline for existing cross-border e-commerce managers to formulate individual strategies that combine to optimize the industry while keeping the enterprise competitive. This book is useful in both developed and developing country contexts. This publication is an ideal resource for academicians, policy makers, stakeholders, and cross-border e-commerce managers, especially from SMEs.
Marketing Places and Spaces brings context to the forefront for advancing theory and management sensemaking in understanding the influences of marketing on tourism behavior. This book is for tourism professionals and educators seeking deep knowledge of how visiting places transforms the lives of visitors—a nonfiction version of Eat Pray Love.

South African Travel and Tourism Cases

Marketing and Multicultural Diversity

Kokoro ni kizanda sen-happyuku-nichi

Southern Africa is well-blessed with a diverse and vibrant human population and a wealth of natural capital. The key challenge for sustainable development is to grow society’s capacity to use this natural capital to meet the needs of the region’s human population, especially the poor, in ways that sustain environmental life-support systems. Collaborating across disciplines, the authors explore the underpinning principles and the potential of sustainability science in a number of case studies.

Human Capital Formation for the Fourth Industrial Revolution

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Turnaround Management and Corporate Renewal

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.

Marketing Management

This book outlines perspectives of emerging and established African scholars on what one could describe as the debate on leadership and the articulation of the life of the mind in Africa's socio-economic, political and cultural life from the time of independence to date. The papers contained in the book cover the following thematic areas: Alternative Leadership Paradigm for Africa's Advancement; African Perspectives on Globalisation and international relations; Pan-Africanism and the African Renaissance; Scientific, Technological and Cultural Dimensions of African Development. The first section deals
with alternative leadership paradigms for Africa's advancement. It also debates the 'thin line' separating management studies from leadership studies and untangles the hermeneutic complexities in the term 'leadership'. Section two examines among other things, the crucial challenge of globalisation and public ethics and others African perspectives. The section also interrogates the current complexities and credibility deficits in the global governance of trade and towards the end engages philosophical questions about conscience and consciousness in African development and progress. The debates in section three continue to section four and focus on the overall issues of language and liberation, the significance of Multi-, Inter and Trans-Disciplinary Approaches in the analysis of the African continent, appropriate indigenous paradigms for promoting the African renaissance as well as a series of debates on the meaning and prospects of regional integration in Africa's renewal. This provides just a snapshot of a very wide ranging and interesting debate contained in the publication.

Exploring Sustainability Science

This book gives readers an understanding of the factors that shape the marketing decisions of managers who operate in African economies. It brings together fifteen African cases written by scholars and executives with rich knowledge of business practices in Africa. By combining theoretical insights with practical information from the cases, the reader is introduced to issues relating to marketing strategy formulation, managerial actions in designing and implementing marketing decisions, as well as the operational contexts within which these actions are taken. The book is essential reading for both undergraduate and graduate students in marketing, international strategy and international business who require an understanding of African business.
Marketing Management and Strategy

Introduction to Marketing

Many countries rely on cultural sites and destinations to support their economies. However, they are faced with the ongoing challenge of sustaining tourist attractions and maintaining the equilibrium between the local community and tourist populations. Sustainable Tourism: Breakthroughs in Research and Practice features current research that takes an in-depth look at cooperative strategies and governance for conserving and promoting tourism within both developed and developing economies. Highlighting a range of topics such as tourism development, environmental protection, and responsible hospitality, this publication is an ideal reference source for entrepreneurs, business managers, economists, business professionals, policymakers, academicians, researchers, and graduate-level students interested in the latest research on sustainable tourism.

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