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discussed in marketing theory in order to explain and discuss marketing concepts visually and open a door to future predictions of the evolution of such marketing concepts Marketing concepts are by nature abstract and there is a need for approaches that provide a clear picture of such concepts along with concrete and hands on knowledge tools to students scholars and practitioners Furthermore the recent rising importance and popularity of digital marketing tools and marketing metrics make visualization of such important marketing phenomena possible Visualizing or concretizing of marketing data is more important than ever as the usage and presentation of such enormous amounts of data requires visual representation Whereas the first edition focused on traditional marketing elements namely the 4Ps or marketing mix elements this edition includes a new section focusing on digital marketing which introduces the 4Cs defined as Connectivity Content Community and Commitment Consequently this edition provides a broader view of marketing concepts by also proposing a new conceptualization to today's dynamically changing digital marketing value creation tools As a result this book develops a new foundation of digital marketing and provides an alternative way of discussing and explaining marketing concepts old and new with visual representations

Seeing the Future Tam Bang Vu, 2015-04-13 This book guides you through an enjoyable journey step by step into the future A team of fictional characters is introduced to share their learning and working experiences with the readers In the beginning of the book you will take the first step by learning the most basic models for one period forecasts based on past performance of a market You will also learn how to evaluate your newly built models Next you will progress further into intermediate level models including multi period forecasts based on past performance of a market or based on an external factor It also introduces interval forecasting which allows you to obtain a range of forecast values instead of a single value in the future In the second half you will familiarize yourself with advanced models that provide multi period forecasts based on multiple internal or external factors Toward the end you will learn several applied models in business and economics that will facilitate you with practical applications related to real life situations The last chapter summarizes all models introduced in this book and provides a table of references for finding the most important concepts tables and figures in the book so that you can recall every step of your adventure

Peace and Conflict Resolution in Africa Ernest E. Uwazie, 2019-01-15 This publication is the product of the 25th Annual Africa and Diaspora Conference in 2016 organized by the Center for African Peace and Conflict Resolution at California State University Sacramento on the theme of Peace and Conflict Resolution in Africa 25 Years Later Lessons Best Practices and Opportunities It brings together reflections on both historical and contemporary or recurring conflicts in Africa especially on issues of ethno religious conflicts corruption land and leadership The chapters include case studies and some theoretical perspectives on the persistent search for the right size and scope of visioning and programming on peace and conflict resolution in Africa Understandably this collection of ideas thoughts and proposals will resonate with the field of Peace and Conflict Studies Arguably Africa is rising in the 21st century with declining violent conflicts and an increase in stable democracies and

economies However there are still the significant challenges of extremism climate change poor governance ineffective leadership widening wealth gaps and weak institutions of moderation The essays collected here also document areas of progress in legitimizing democracy and conceptualizing social justice and suggest the need for building the next generation of peace leaders in Africa

Business and Government Relations in Africa Robert A. Dibia, 2017-07-06 This book endeavors to take the conceptualization of the relationship between business government and development in African countries to a new level In the twenty first century the interests and operations of government and business inevitably intersect all over the African continent No government federal or state can afford to ignore the needs of business But what are these needs how does business express its needs to government and what institutions organize government business relations in African countries How should government regulate business or should it choose to let the markets rule Government and Business Relations in Africa brings together many of sub Saharan African leading scholars to address these critical questions Business and Government Relations in Africa examines the key players in the game federal and state governments and business groups and the processes that govern the relationships between them It looks at the regulatory regimes that have an impact on business and provides a number of case studies of the relationships between government and economic development around the African continent highlighting different processes and practices It shows the latest state of knowledge on the topic and will be of interest both to students at an advanced level academics and reflective practitioners It addresses the topics with regard to business government relations and will be of interest to researchers academics policymakers and students in the fields of African politics comparative politics public policy business and politics sustainable development and sustainability economic development and managerial economics

Global Warming and East Asia Paul G. Harris, 2004-02-24 Global Warming and East Asia analyses the domestic politics foreign policy and international relations of climate change in East and Southeast Asia The countries of this important region are often disproportionately affected by climate change and as they expand and develop their contribution to the problem grows The contributors investigate the increasingly widespread and disparate efforts to address global warming at international national and local levels and in so doing increase our understanding of a region vital to mitigating and coping with climate change This unique volume includes in depth studies of China and Japan two of the most important countries in East Asia with regard to global warming and examines the role of East and Southeast Asian countries such as Indonesia and the Philippines in combating the problem

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