

Module Information Nanyang Msc Marketing Science Ntu

Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues
Emerging Trends and Innovation in Sports Marketing and Management in Asia
Commonwealth Universities Yearbook
The Grants Register 2016
Asian Journal of Marketing
Handbook of Research in International Marketing
The Global Public Relations Handbook
Asia, Inc
Malays/Muslims in 21st Century Singapore
Southeast Asian Personalities of Chinese Descent
Marketing Abroad
Tourism in Development
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Human Resource Issues in Singapore
Tourism Recreation Research
FID News Bulletin
Thailand Industrial Buyer's Guide
Who Owns Whom
Joint Ventures in Construction
Sharma, Ravi S. Leng, Ho Keat Palgrave Macmillan Ltd
Subhash C. Jain Krishnamurthy Sriramesh Leo Suryadinata Ser Khoon Quak Peter U.C. Dieke Amnuay Tapingkae Gregory Tin Sin Thong International Federation for Information and Documentation Kiyoshi Kobayashi

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increasingly multimedia content from music movies games news books and digital art to sharable educational material e government services and e health services is delivered over broadband networks with technological advances cloud computing applications and social networking approaches many exciting applications are emerging to deliver this content as interactive digital media

idm understanding the interactive digital media marketplace frameworks platforms communities and issues presents the results of a large industry oriented multi national research program this research seeks to discover usable business models technology platforms market strategies and policy frameworks for the emerging global digital economy particularly for digital media researchers and industry entrepreneurs who wish to reach users around the world

once only associated with north america and europe formal athletic events are now becoming more prevalent in asia as well with the expansion of this industry there is a need for efficient and strategic

advertising to promote competitions events and teams emerging trends and innovation in sports marketing and management in asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry this publication is an essential reference source for academicians researchers industry practitioners and upper level students interested in the theories and practices of sports marketing and management with a special focus on asia

the most comprehensive guide on postgraduate grants and professional funding globally for thirty four years it has been the leading source for up to date information on the availability of and eligibility for postgraduate and professional awards each entry is verified by its awarding body and all information is updated annually

presenting the challenges and opportunities ahead the contributors to this volume critically examine the current status and future direction of research in international marketing the result of a sustained and lively dialogue among contributors from a variety of cultures this volume gathers their perspectives and many insights on the revitalization of the field the authors address the way international marketing actually functions as well as theoretical explorations of how it should function some of the papers break through the bounds of traditional disciplines and methodologies to borrow whatever tools and concepts are needed for a particular inquiry others are less concerned with testing existing theory than with generating new insights still others provide results that are significant for managers many of the contributors are drawn to problems broad in scope and offer insights that are of considerable value for advancing the state of the art part i offers a review of the state of the art in international marketing and examines market orientation and withdrawal parts ii through iv cover foreign market entry modes strategy and cross cultural issues parts v and vi discuss global electronic commerce as well as diffusion models country equity and global scorecards a timely and innovative volume handbook of research in international marketing is a must read for anyone interested in marketing research or international business

this handbook represents the state of the public relations profession throughout the world with contributions from the americas europe asia and africa a resource for scholars and advanced students in public relations international business

this is a bold project recording the lives of a particular group of southeast asians most of the people whose biographies are included here have settled down in the ten countries that constitute the region each of them has either self identified as chinese or is comfortable to be known as someone of chinese ancestry there are also those who were born in china or elsewhere who came here to work and do business including seeking help from others who have ethnic chinese connections with the political and economic conditions of the region in a great state of flux for the past two centuries it is impossible to find consistency in the naming process confucius had stressed that correct names make for the best relationships in this case professor leo suryadinata has been pursuing for decades the elusive goal of finding the right name to give to the large numbers of people who have in one way or another made their homes in or made some difference to southeast asia i believe that when he

and his colleagues selected the biographies to be included here they have taken a big step towards the rectification of identities for many leading personalities in so doing he has done us all a great service professor wang gungwu national university of singapore

over the last fifty years tourism has become firmly established as a development option around the world commensurate with this the study of tourism s developmental role has also expanded significantly there now exists a broad understanding of the policies and processes opportunities and challenges that apply to tourism s potential contributions to development as the tourism environment now faces numerous challenges and transformations it is timely to reflect on contemporary understandings of the relationship between tourism and development and to consider future directions this thought provoking volume challenges the orthodoxy of tourism and development highlights past and current events and considers longer term repercussions and developments it will be a relevant and enduring resource for academics and undergraduate and postgraduate students in tourism

joint ventures in construction 2 contract governance performance and risk is the selected proceedings of a series of international conferences on multi national joint ventures for construction works held each year since 2005 this book brings together the highlights from the 2008 2011 conferences back cover

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