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KEY=INFORMATION - KIM FOLEY

WORLDWIDE CASEBOOK IN MARKETING MANAGEMENT

World Scientific ' **Worldwide Casebook in Marketing Management** comprises a large collection of case studies in marketing and business management. It covers a huge array of decision-making areas and many different industries ranging from computers, petrol retailing and electronic gaming to drinks, fashion, airlines and mobile communication. The worldwide cases are all related to many well-known brands and corporations like British Airways, Red Bull, Nintendo, Google, Microsoft, Cacharel, etc. Contents:Introduction to Case AnalysisConsumer Behaviour:San Pellegrino (Italy)Nintendo Wii (Japan)Zara (Spain)Branding:Lenovo (China)Red Bull (Austria)SingTel (Singapore)Marketing Communication:Foster''s (Australia)Google (The US)Walkers (The UK)TAG Heuer (Switzerland)Cirque du Soleil (Canada)Retailing:Currys (The UK)Cold Storage (Singapore)Marketing Programming:Microsoft (The US)National Australia Bank (Australia)Acer (Taiwan)Kerry (Ireland)Siemens (Germany)ING (Holland)Electrolux (Sweden)Strategic and Global Marketing:British Airways (The UK)Grundfos (Denmark)Petrobras (Brazil)Accor (France) Readership: Graduate students and researchers who are interested in marketing management. Key Features:Comprises of a large collection of case studies in marketing and managementCovers many different industries, well-known brands and

companiesOffers studies on new trends and innovative marketing conceptsKeywords:Marketing Management;Innovation;British Airways;Red Bull;Nintendo;Google;Microsoft;Cacharel'

COLLECTING CLASSIC GIRLS' TOYS

Remember When This is the first study of its kind, focusing on toys made for girls, including the spin-off accessories and comics. Renowned toy expert Susan Brewer explores the world of toys, divided into sections to encompass dolls, cuddly toys and 'families (e.g. Sylvanian Forest and Fisher Price's Little People), amongst others. She includes brief biographies of some of the best known firms, such as Mattel, Pedigree and Fisher Price but the main focus is on the toys themselves, many of which readers will remember from their own childhood. Includes fascinating factboxes with quirky facts - did you know. Angela Rippon created the best-selling Victoria Plum toys based on a plum tree in her back garden - she has written the foreword for this book.

JAPANESE FIRMS IN CONTEMPORARY SINGAPORE

NUS Press This pioneering work discusses the role of Japan in the economic development of Singapore since 1965 by looking at the nature and extent of the value-added activities of Japanese multinational corporations (MNCs) in the manufacturing, construction, and retailing sectors. Japan's economic presence and influence were very strong in Singapore during this period. The city-state was a major recipient of Japanese foreign direct investment in Asia, and was also an important overseas customer for Japanese manufacturing and construction firms. In this book, Hiroshi Shimizu examines the value-added activities of Japanese multinational corporations in Singapore, drawing on case studies of leading companies such as Minebea, Pokka Corporation, Kikkoman, Bridgestone, and Isetan. He uses this information to analyse Japanese foreign direct investment in Singapore as part of an Asian or global strategy, explaining competition and co-operation between Japanese MNCs and local firms, and evaluating various factors that led to a decline of Japan and the rise in the importance of China in Singapore, particularly since the late 1990s.

FOREIGN DIRECT INVESTMENT IN THE UNITED STATES

TRANSACTIONS

INDEX OF PATENTS ISSUED FROM THE UNITED STATES PATENT OFFICE

INDEX OF PATENTS ISSUED FROM THE UNITED STATES PATENT AND TRADEMARK OFFICE

WHO OWNS WHOM

AUSTRALASIA, ASIA, MIDDLE EAST & AFRICA

ENCYCLOPEDIA OF PLAY IN TODAY'S SOCIETY

SAGE Selected as an Outstanding Academic Title by Choice Magazine, January 2010 The Encyclopedia of Play: A Social History explores the concept of play in history and modern society in the United States and internationally. Its scope encompasses leisure and recreation activities of children as well as adults throughout the ages, from dice games in the Roman empire to video games today. As an academic social history, it includes the perspectives of several curricular disciplines, from sociology to child psychology, from lifestyle history to social epidemiology. This two-volume set will serve as a general, non-technical resource for students in education and human development, health and sports psychology, leisure and recreation studies and kinesiology, history, and other social sciences to understand the importance of play as it has developed globally throughout history and to appreciate the affects of play on child and adult development, particularly on health, creativity, and imagination.

OFFICIAL GAZETTE OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENTS

STANDARD TRADE INDEX OF JAPAN

JAPANESE MANUFACTURING INVESTMENT IN EUROPE

ITS IMPACT ON THE UK ECONOMY

Routledge Japanese manufacturing investment in the European Community has grown dramatically over the last twenty years. At first, instances of investment were few, concentrated in a small number of industrial sectors. But since the

mid-1980's there has been a surge of investment in a much wider range of industries. This volume details the growth of Japanese manufacturing investment in Europe in fourteen industrial sectors. The impact of Japanese competition and direct investment on European industries is considered in the context of the emergence of the three major trading blocs: the United States, Japan and the EC. Roger Strange concludes by making important policy recommendations, and arguing for the need for a new theoretical framework for assessing the political economy of foreign direct investment.

RESEARCH IN PHOTOSYNTHESIS

PROCEEDINGS OF THE IXTH INTERNATIONAL CONGRESS ON PHOTOSYNTHESIS, NAGOYA, JAPAN, AUGUST 30-SEPTEMBER 4, 1992

Springer Science & Business Media **Antenna systems in photosynthetic procaryotes; Antenna systems in algae and higher plants; Bacterial reaction center; photosystem I.**

HONG KONG INDUSTRIALIST

JOURNAL OF THE FEDERATION OF HONG KONG INDUSTRIES

MOBILE SERVICES FOR TOY COMPUTING

Springer **The goal of this book is to crystallize the emerging mobile computing technologies and trends by focusing on the most promising solutions in services computing. The book will provide clear proof that mobile technologies are playing an increasingly important and critical role in supporting toy computing. The goal of this book is to bring together academics and practitioners to describe the use and synergy between the above-mentioned technologies. This book is intended for researchers and students working in computer science and engineering, as well as toy industry technology providers, having particular interests in mobile services.**

COMPANIES AND THEIR BRANDS

INTERNATIONAL DIRECTORY OF CONSUMER BRANDS AND THEIR OWNERS

JAPAN COMPANY HANDBOOK

DESIGN PATENTS

NELSON INFORMATION'S DIRECTORY OF INVESTMENT RESEARCH

NEXT-GENERATION SEQUENCING AND CRISPR-CAS EDITING IN PLANT VIROLOGY

Frontiers Media SA

ASIAN, AFRICAN & OCEANIAN DENTAL GUIDE

OFFICIAL GAZETTE OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARKS

MAJOR COMPANIES OF THE FAR EAST AND AUSTRALASIA

EMBEDDED RACISM

JAPAN'S VISIBLE MINORITIES AND RACIAL DISCRIMINATION

Rowman & Littlefield Revised and updated for this Second Edition, Embedded Racism is the product of three decades of work by a scholar living in Japan as a naturalized Japanese citizen. It offers a perspective into how Japan's overlooked racial discrimination not only undermines Japan's economic future but also emboldens white supremacists worldwide.

ASIAN SOURCES GIFTS & HOME PRODUCTS

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MEDICAL DEVICE REGISTER

MERGENT INTERNATIONAL MANUAL

THE EAST

THE JOURNAL OF THE AMERICAN CHAMBER OF COMMERCE IN JAPAN

MOODY'S INTERNATIONAL MANUAL

MERI'S MONTHLY CIRCULAR

SURVEY OF ECONOMIC CONDITIONS IN JAPAN

VIETNAM ECONOMIC NEWS

TOYO KEIZAI JAPAN CSR DATA EBOOK 2013

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ASIA'S 7,500 LARGEST COMPANIES

LEXISNEXIS CORPORATE AFFILIATIONS

SUPPORTING INFORMATION

ASIA'S 10,000 LARGEST COMPANIES

MARKETING AND FINANCIAL INFORMATION ON ASIA'S TOP COMPANIES

THE RISE OF THE JAPANESE SPECIALIST MANUFACTURER

LEADING MEDIUM-SIZED ENTERPRISES

Springer **Specialist manufacturers have existed in Japan from even before the start of industrialization in the late nineteenth century. Proliferating since but remaining steadfastly lean, many of them can be categorized as leading medium-sized enterprises. This book looks at how they are globalizing and assuming a role as East Asian specialists.**

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