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There are now over 1 000 Nando's stores in 30 different countries across the globe, and it's widely considered to be South Africa's most successful food franchise. While much of Nando's marketing is reactive in nature, they are known to engage in their tongue-in-cheek micro-campaigns.

Tips from the Top: South Africa's Best Marketing Campaigns

This is the fourth edition of Marketing tourism in South Africa by UCT senior lecturer Richard George. This new and updated edition is suitable for universities, universities of technologies and colleges where Tourism Marketing or Marketing for Tourism is taught.

This is both a guide and tribute to the strange and surreal people, places and things that make South Africa great. The text presents an off-the-radar directory of idiosyncratic attractions for all those who have dreamt of jumping in their car and following a road less travelled.

This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry, and provides comprehensive coverage of marketing theories for students.

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.

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

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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.

This collection of marketing cases from South African business, seeks to highlight the changes in the marketing discipline caused by developments on the Internet.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry, and provides comprehensive coverage of marketing theories for students.

This set of case studies aims to gather the best possible South African examples of marketing in theory and marketing in practice and was initiated in recognition of the need for case studies as a means of marketing training.

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.

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This edition presents marketing management concepts in a traditional format and includes many real-world examples, emphasizing topics such as international marketing, ethics, cross-functional teams and quality. Integrating competitive rationality throughout the text, the book also covers strengthening customer relations by outshining the competition in customer satisfaction, finding more efficient and less costly ways to deliver the same customer benefits and service, and improving general decision making implementation skills.

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