

《大M, 小m》

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内容概要

BIG M, little m Marketing: New Strategies for a New Asia is a call to action for marketers in Asia to re-think their strategies (Big M Marketing), the tactics used (little m Marketing), and how the two are brought together. Factors such as the arrival of the WTO in China and Taiwan, growing transparency in business practices, and the impact of reforms following the 1997 financial crisis are rapidly and permanently altering the marketing landscape in Asia. The Pace of change is accelerating and many companies are only now awakening to the new competitive realities. With the right mix of BIG M and little m Marketing, any company or brand can transcend such entrenched interests as existing distribution networks, family relationships, and government bureaucracy. Author David Ketchum draws on his extensive experience as a marketer and a consultant in the region to guide readers across the BIG M, little m Marketing Map, and help marketers plot their own course. The book shows the way forward for companies to gain competitive advantage by bringing global best practice to bear in ways that meet Asia ' s specific business environment and customer needs. The book is packed with practical insights, real life examples and useful tools.

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作者简介

David Ketchum is Founder and Chief Executive Officer of Upstream Asia. He specializes in brand building, marketing and corporate communications in Asia-Pacific. He first came to the region in 1991 as vice president, Greater China director of marketing for

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