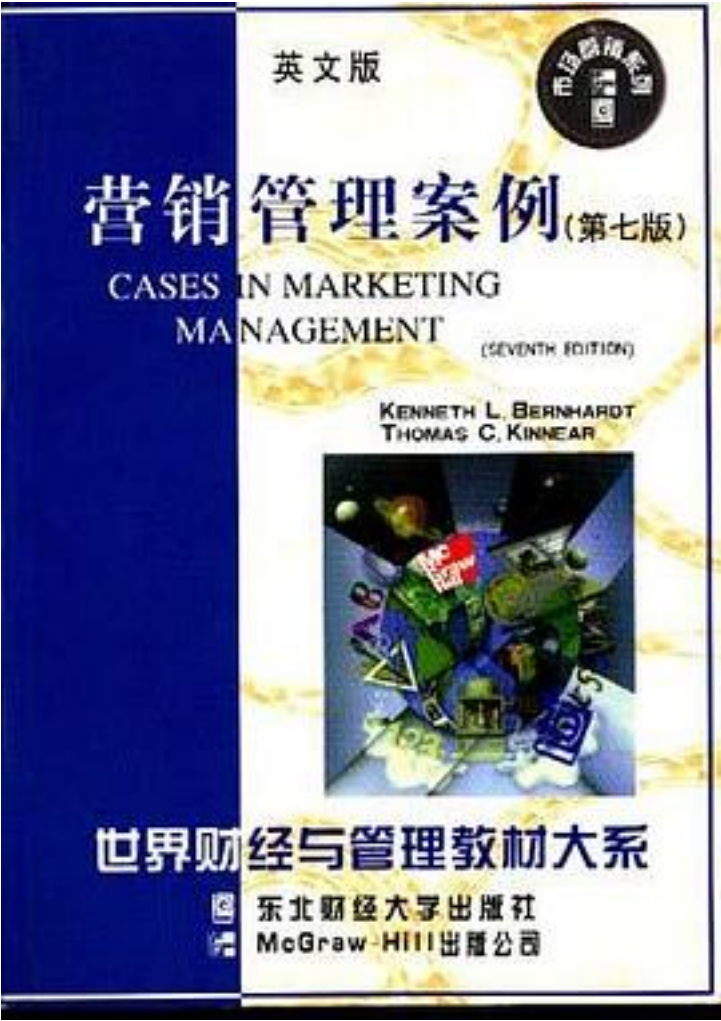


营销管理案例：英文



[营销管理案例：英文_下载链接1](#)

著者:伯恩哈德特

出版者:东北财经大学出版社

出版时间:1998-08

装帧:平装

isbn:9787810444699

作者介绍:

目录: Contents

PART I

An Orientation to the Case Method

Chapter I Note to the Student on the Case Method

Chapter 2 Introduction to Marketing Decision Making

An Outline for Case Analysis. A Good Case Analysis

Appendix: Outline for Case Analysis

Chapter 3 Financial Analysis for Marketing Decision Making

Contribution. Costs. Break Even. Profit Targets. Market Share.

Capital Expenditures. Relevant Costs. Margins. Multiple Margins

Chapter 4 A Case with a Student Analysis

Case: Crow, Pope, and Land Enterprises. Example Situation Analysis of Crow, Pope, and Land

Enterprises (CPL). Commentary on the Case Analysis.

PART 2

Introduction to Marketing Decision Making

Case I: General Motors: Cadillac

Product: Luxury car

Issue: Situation analysis and whole strategy

Case 2: KitchenAid Small Appliances: Central Europe

Product: Small appliances

Issue: Central European marketing

Case 3: Compaq Computer Corporation

Product: Personal computers

Issue: Product mix

Case 4: Exercise on Financial Analysis for Marketing Decision Making

PART 3

Marketing Information and Forecasting

Case 5: The Atlanta Journal and Constitution (A)

Product: Newspaper-retailer advertising

Issue: Media effectiveness measurement

Case 6: Greenwood Federal Savings and Loan

Product: Financial services

Issue: Consumer information and segmentation

Case 7: AGT, Inc.

Product: Amusement park-Pakistan

Issue: Information needs; data collection methods

Case 8: Modem Plastics (A)

Product: Plastic packaging

Issue: Demand forecasting

PART 4

Product and Brand Management Decisions

Case 9: Machine Vision International

Product: Factory automation vision system

Issue: Product-market choice

Case 10: VoiceMailAroundtheWorld

Product: Voice mail

Issue: International marketing strategy

Case 11: Schweppes Raspberry Ginger Ale

Product: Soft drinks

Issue: International new product introduction

Case 12: Electrohome (A): Projection Systems Division

Product: Electronic projection system

Issue: Response to competitor's new product

PART5

Distribution Decisions

Case 13: Chaebol Electronics Company, U.S

Product: Videotape recorder

Issue: Selection of a new channel

Case 14: Ito-Yokado Company

Product: Convenience store retailing; 7-Eleven

Issue: Channel institution positioning; targeting; profitability dynamics

Case 15: Levi Strauss Japan K.K

Product: -LEVI'S jeans

Issue: Expansion of retail outlets in Japan; pricing strategy

Case 16: American Airlines: SABRE Reservation System in Europe

Product: Computer reservation system

Issue: Whole distribution strategy

PART6

Promotion Decisions

Case 17: South-West Pharmaceutical Company 349

Product: Skin cream

Issue: Push-pull promotion budget allocation

Case 18: Suburban CableVision

Product: Cable television service

Issue: Recruiting subscribers

Case 19: Rich's Department Store

Product: Retailing

Issue: Media effectiveness

Case 20: Exercise in Print Advertising Assessment 394

Case 21: The Customer-Focus Challenges of integrated Marketing Communications at CCH

Product: Law, accounting, and other reference materials

Issue: Modernization of products and marketing

Case 22: Allied Food Distributors

Product: Food wholesaler

Issue: Salesperson selection

Case 23: Outdoor Sporting Products, Inc

Product: Sporting goods

Issue: Motivation, compensation

PART7

Pricing Decisions

Case 24: Royale Suites

Product: All-suites hotel

Issue: Pricing for maximum occupancy and profit

Case 25: Techtronics Limited

Product: High-definition television (HDTV)

Issue: New product pricing

Case 26: Big Sky of Montana, Inc.

Product: Ski facilities

Issue: Whole pricing strategy

Case 27: Procter & Gamble Inc.: Downy Enviro-Pak

Product: Consumer package goods; fabric softener

Issue: Pricing; promotion; "green marketing"

PART8

Public Policy and Ethical Aspects of Marketing

Case 28: Nestle and the Infant Food Controversy (A)

Product: Infant formula

Issue: Social responsibility and response to public pressure

Case 29: InterMark: Designing UNICEF's Oral Rehydration Program in Zambia

Product: Oral rehydration salts for treatment of dehydration

Issue: Supply, distribution, package size, and education

Case 30: Country Lass Fashions

Product: Women's fashions

Issue: Advertising strategy-ethics

PART 9

Marketing Programs and Strategy

Case 31: Virgin Atlantic Airways

Product: International, privately held airline

Issue: All aspects of future growth

Case 32: Dutch Food Industries Company

Product: Salad dressing

Issue: New product introduction strategy

Case 33: Quaker State

Product: Motor oil

Issue: Whole strategy

Case 34: L.A. Gear

Product: Footwear

Issue: Whole strategy

Case 35: Longevity Healthcare Systems, Inc.

Product: Nursing homes and related services

Issue: Expansion and marketing strategies

Case 36: Cima Mountaineering, Inc.

Product: Hiking boots

Issue: Target market strategy for expansion

• • • • • [\(收起\)](#)

[营销管理案例：英文_下载链接1](#)

标签

评论

[营销管理案例：英文_下载链接1](#)

书评

[营销管理案例：英文_下载链接1](#)