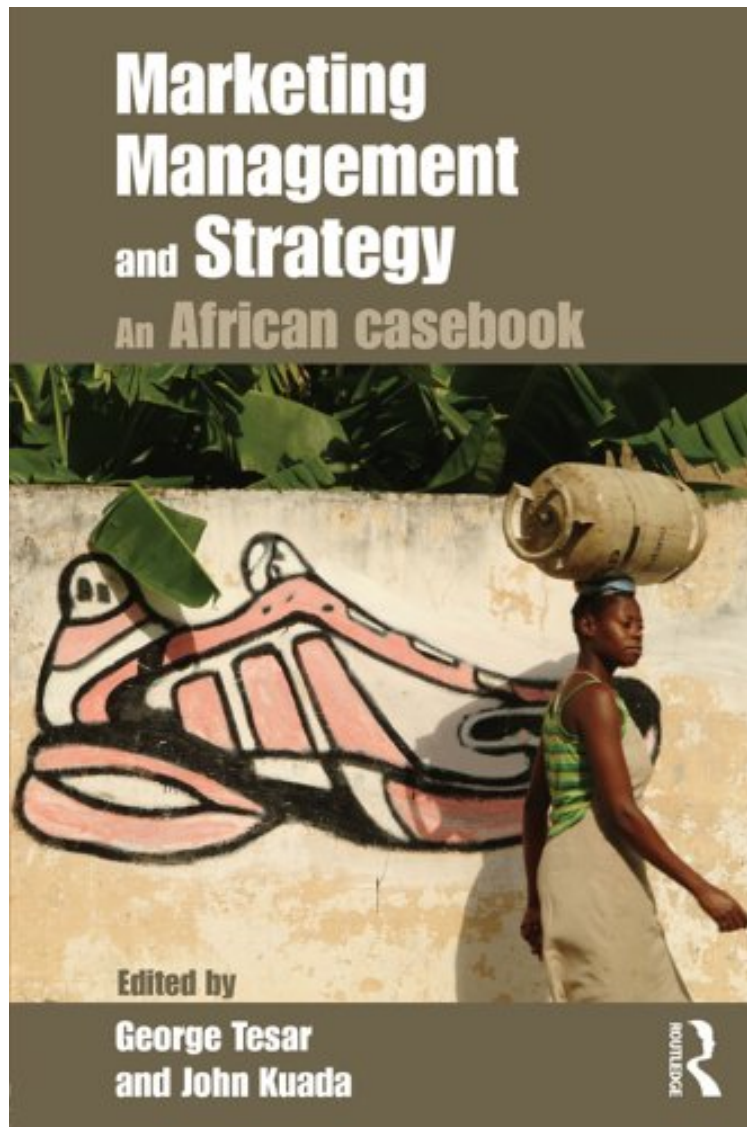


## Marketing Management and Strategy: An African Casebook

George Tesar

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**George Tesar : Marketing Management and Strategy: An African Casebook** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Management and Strategy: An African Casebook:

This book gives readers an understanding of the factors that shape the marketing decisions of managers who operate in African economies. It brings together fifteen African cases written by scholars and executives with rich knowledge of business practices in Africa. By combining theoretical insights with practical information from the

cases, the reader is introduced to issues relating to marketing strategy formulation, managerial actions in designing and implementing marketing decisions, as well as the operational contexts within which these actions are taken. The book is essential reading for both undergraduate and graduate students in marketing, international strategy and international business who require an understanding of African business.

'This book is an important contribution for teaching marketing to undergraduate and graduate students in emerging market context. The underlying pedagogical frameworks and cases are carefully crafted to draw on the tremendous expertise of educators and practitioners who are experts in their individual country conditions and issues. Students will be able to develop marketing strategies that are appropriate for the unique marketing conditions in most African emerging markets. Practitioners can also apply the framework to policy formulation and implementation to social marketing issues that face many emerging market economies, especially African economies.' Kofi Q. Dadzie, Associate Professor of Marketing, and President Elect, International Academy of African Business and Development, J. Mack Robinson College of Business, Georgia State University, Atlanta, USA 'Africa thus presents a new context within which to explore and appreciate the encouraging paradoxes in marketing thought, and thus sets the new agenda for a new thinking in various spheres of marketing principles and practices. This book is intended to complement present textbooks based on, and written for developed economies. It is designed to fill the need for compact treatment of major aspects of marketing management and practices based on sub-Saharan African economies. The book contains current issues of fundamental principles designed for students, researchers and practitioners of marketing in Africa.'

Professor Nana Owusu-Frimpong, Professor of Marketing, London Metropolitan University, UK  
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