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Marketing Management: An Asian Perspective - 5th Edition

Philip Kotler, Kevin Lane Keller, Ang Swee Hoon, Leong Siew Meng, Tan Chin Tiong

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Marketing Management: An Asian Perspective has been successful in offering a learning product that combines the excellent content that Kotler has done with examples and case studies from a relevant Asian viewpoint. The 5th Edition builds on the strengths of the previous editions, with an emphasis on highlighting emerging market trends to help students stay relevant in today s fast-changing marketing environment. Marketing Management is typically taught through case studies, and is application-oriented. It is therefore important to showcase companies and brands that have been successful in their marketing strategies. An effort has been made to ensure that familiar Asian and international brands/companies are featured. This enables students relate to the analyses of these case studies and vignettes. Framework / Approach The 5th Edition makes an effort to reflect the changes in marketing management. It now includes (1) Global brand names that have marketed themselves successfully throughout the world, (2) Emerging markets and trends, and (3) A greater focus on technology. Features Unique to MMA 1. NEW and IMPROVED - International case studies and examples in the proportion of: 40% international companies in a non-Asian context 40% international companies in an Asian context 20% Asian companies in an Asian context / non-Asian context oAdvantage: Provides a balanced look at international marketing activities oBenefit: Students in Asia relate much better when they can recognize brands or company names which are familiar, especially MNCs which operate widely in this region 2. NEW - Cases on emerging markets and trends for eg Tata in India. oAdvantage and Benefit: Students are kept up-to-date and informed of up-and-coming markets and trends. 3. NEW - More focus on technology oAdvantage and Benefit : With online marketing becoming increasingly popular, we have included examples to show students how some companies incorporate e-marketing.

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