

## Strategic marketing management in Asia: case studies and lessons across industries

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469595&lokasi=lokal>

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### Abstrak

With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.