

Value Based Pricing Drive Sales And Boost Your Bottom Line By Creating Communicating And Capturing Customer Value

Creating Communication and Media Research Labs
The Handbook of Communication and Corporate Social Responsibility
Stakeholder Wellbeing and Value Creation
Notes and Queries: a Medium of Inter-communication for Literary Men, Artists, Antiquaries, Genealogists, Etc
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Attitudes and Methods of Communication and Consultation Between Employers and Workers at Individual Firm Level
IRE Transactions on Communications Systems
Chad Edwards Iyvind Ihlen Uday Salunkhe David Duguid Alfred Dolge Great Britain. Board of Trade London County Council Henry D. Barton Institution of Municipal Engineers (Great Britain) Visual Education Institute J. K. L. Taylor Institute of Radio Engineers. Professional Group on Communications Systems

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this book offers a practical guide for creating funding and growing a communication or media research lab drawing on the insights of experienced lab directors it covers essential steps from defining a mission and securing space to navigating funding and fostering a collaborative inclusive culture that supports innovation the book is divided into two sections section 1 explores reasons for starting a lab introduces the design thinking process and presents 10 practical tips from the editors based on their own experience section 2 features detailed case studies and advice from lab directors at a range of institutions from small liberal arts colleges to large state universities these chapters highlight the challenges and successes of launching and sustaining labs in different contexts through real world examples readers will discover strategies for building lab culture mentoring diverse teams promoting equity and inclusion and aligning efforts with institutional goals the book emphasizes clear communication shared purpose and mutual respect as cornerstones of research excellence

this book represents the definitive research collection for corporate social responsibility communication offering cross disciplinary and international perspectives from the top scholars in the field addresses a gap in the existing csr literature demonstrates the relevance of effective csr communication for the management of organizations the 28 contributions come from top scholars in public relations organizational communication reputation management marketing and management

the relationship between firms and stakeholders is held together by a continuous two way cycle of value creation in this how can value be managed such that the stakeholder s wellbeing is ensured how does stakeholder wellbeing vary across business contexts are there varied perspectives in understanding stakeholder wellbeing these and other pertinent questions have been addressed in this book particularly this book provides a synthesis of research perspectives on value creation and stakeholder wellbeing through a collection of chapters from scholars in this area it synthesizes research perspectives on value into three categories firm focused customer focused and community focused in doing so this book presents novel insights through these lenses and highlights best practices in ensuring stakeholder wellbeing responding to the rapidly changing business landscape where stakeholders are more connected accessible and informed than ever before many firms are interested in creating value for all and in the process ensuring stakeholder wellbeing this book will appeal to research scholars practitioners consultants and managers looking to seek new insights and understanding on value creation contents chapter 1 perspectives on stakeholder wellbeing and value creation bharath rajan uday salunkhe d n murthy chapter 2 influence of sensory marketing on consumer behaviour and their impact on brand equity abhinandan n manasa k kiran g chapter 3 attitude towards female role portrayal in advertising and its impact on brand image purchase intention linkages with feminine role orientation shraddha shivani evelina sahay somnath mukherjee sadiya fatima chapter 4 determinants of purchase intentions towards green mobiles an extension of the theory of planned behaviour tpb deepa rohit chapter 5 predicting consumer decisions using modified temporal motivation theory pranav manjunath bhat priyanshu m s shruti madhav murthy chapter 6 marketing 4 0 emerging technologies that are refining digital marketing fathima raj kilimas ashish chandra narendra rustagi chapter 7 marketing game changers capitalizing the micro moment through augmented reality uday salunkhe d narasimha murthy vijaya kumar b chapter 8 exploratory study on value creation along the supply chain of electric vehicles an opinion mining approach dakshina murthy r a madhumita guha majumder m khurru s bhutta chapter 9 value creation for venture capital backed firms by avoiding the likelihood of moral hazards vandana panwar christopher erickson alan tupicoff chapter 10 applying behavioural economics to bring in social transformation rural shoring for stakeholder wellbeing vikramaditya kanodia and rima ghose chowdhury

statistics of the administrative county of london together with certain statistics of the adjacent districts

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