

## Morgan Stanley Ibef

In *The Economy of Hope*, hope becomes not only a method of knowledge but also an essential framework for the sociocultural analysis of economic phenomena.

In light of public concerns about sustainable food production, the necessity for human and environmental protection, along with the evolution of herbicide resistant weeds, call for a review of current weed control strategies. Sustainable weed control requires an integrated approach based on knowledge of each crop and the weeds that threaten it. This book will be an invaluable source of information for scholars, growers, consultants, researchers and other stakeholders dealing with either arable, row, cash, vegetables, orchards or even grassland-based production systems. The uniqueness of this book comes from the balanced coverage of herbicide effects on humans and environment in relation to best weed control practices of the most important cropping systems worldwide. Furthermore, it amalgamates and discusses the most appropriate, judicious and suitable weed control strategies for a wide range of crops. It reviews the available information and suggests solutions that are not merely feasible but also optimal.

This book investigates the impact of information and communication technologies (ICTs) on development and well-being (beyond economic benefits) and highlights some emerging issues relating to the realities, constraints and digital divides with particular reference to India. It collects a series of novel contributions, studying

the Indian experience in an international cross-country perspective. The book also discusses economic, social, and behavioural aspects of well-being as well as access to ICTs across regions, states and individuals to account for the digital divide. The book establishes an aggregate relationship between ICT exposure and well-being at the country level and addresses a number of fundamental issues, such as whether ICT raises the level of transparency and governance. Based on case studies and anecdotal evidence, it then further assesses the effective implementation of service delivery through ICT innovations. The book is divided into four parts: The introductory part surveys the literature and presents background information on the Indian case; introduces the main themes on the relationships between ICT, socio-economic development and digital divides; and provides a summary and roadmap to the chapters of the book. Part II focuses on the impact of ICT on economic performance, including economic growth, productivity and trade. Part III examines the extent of the digital divides in India, including international, regional as well as inter-personal inequality. Finally, Part IV investigates the impact of ICT on governance, users' well-being and social outcomes. Combining insights from analyses of a variety of socio-economic dimensions related to digitalisation, this book is relevant for a wide range of scholars and researchers across disciplines, as well as practitioners and policy-makers. While the book has a main focus on India, various contributions take an international cross-country comparative perspective, and the results have general relevance for digitalisation and

development. On the whole, the main message of this book is that the impact of ICTs is contingent upon other assets, capabilities and institutional conditions. National policies should, therefore, not only promote digitalization as such but also ensure its co-evolution and complementarity with a variety of other country-specific factors. Chapter 'Digitalisation and Development: Issues for India and Beyond' of this book is available open access under a CC BY 4.0 license at [link.springer.com](http://link.springer.com)

Une grande puissance peut en cacher une autre. Les Français qui ont découvert l'Inde à travers le visage de Lakshmi Mittal n'ont pas encore pris la mesure du bouleversement lié à l'émergence de ce pays sur la scène mondiale. Plus encore que la Chine, c'est l'Inde qui va changer la donne économique mondiale. Et pour cause : elle mise d'emblée sur l'exportation de services à haute valeur ajoutée, qui étaient jusqu'alors l'exclusivité des pays développés. Devenue le royaume des délocalisations high tech, l'Inde empiète sur ce qui était encore, il n'y a pas si longtemps, notre domaine réservé. Ce livre dévoile le secret du décollage indien : l'élitisme, profondément ancré dans la culture indienne et la religion hindouiste. C'est cet élitisme multimillénaire qui permet à l'Inde de « produire » une petite minorité urbaine anglophone, global Indians aux compétences internationales, branchée sur la mondialisation et qui s'en saisit avec enthousiasme. C'est ce même élitisme ancestral qui rend acceptables les nouvelles inégalités issues de l'enrichissement de ces nouveaux privilégiés. Alors que l'Inde décolle, la France stagne. Et pour cause : les deux pays se situent

aux deux pôles de la mondialisation. A la France, pays riche et égalitaire, s'oppose l'Inde, pays émergent et élitiste. De la middle class indienne ultra-dynamique à nos classes moyennes déboussolées, l'auteur construit un va-et-vient très éclairant. Il en découle que les classes moyennes des pays développés ne sortiront pas forcément gagnantes de cette nouvelle concurrence. Outre-Atlantique, on n'hésite pas à poser la question : sommes-nous toujours les gagnants du libre-échange ? En France, en revanche, ce débat reste tabou. C'est cet étrange silence que le livre entend briser. Oui, l'émergence de l'Inde change la donne. Oui, nos classes moyennes risquent de perdre au change...

In Kürze wird es mehr Einwohner zählen als jedes andere Land in der Geschichte: Indien. Allein im Metropolraum Delhi leben inzwischen mehr Menschen als in sämtlichen deutschen Großstädten zusammengenommen – und in einigen Jahrzehnten könnten es mehr als 50 Millionen sein. An den beiden Leitbörsen in Mumbai sind mehr Unternehmen notiert als in New York. Indiens IT-Sektor spielt weltweit eine Schlüsselrolle, selbst in Silicon Valley, dem Tempomacher unserer Epoche. Und nirgends wird mehr "Whisky" produziert (und getrunken) als südlich des Himalajas. Ein Land der Superlative – schon heute. Zugleich hat Indien ein Image-Problem. Trotz eines dynamischen, vor 30 Jahren eingeleiteten Wirtschaftsaufschwungs steht die größte Demokratie der Welt weiterhin im Schatten Chinas – und wird von Medien und Gesellschaft der "westlichen" Welt weitgehend ignoriert oder in grotesker Überzeichnung

als Hort von Armut, Gewalt, Umweltzerstörung und religiösem Fanatismus wahrgenommen. In diesen Klischees steckt ein wahrer, relevanter Kern; sie decken aber nur einen winzigen Teil der Indien-Story im 21. Jahrhundert ab. Indien ist aktuell die fünfgrößte Volkswirtschaft der Welt. Es wird in absehbarer Zeit den Status einer Superpower mit den USA und China teilen. Der Wirtschaftsjournalist Michael Braun Alexander zeichnet ein kritisch-konstruktives, facettenreiches, überraschendes und kurzweiliges Bild des aufstrebenden Milliardenvolks.

This book examines prominent issues in the Emerging Markets (EM) from a variety of disciplines in order to make useful societal contributions through knowledge exchange. EMs offer enormous opportunities, but realizing them is both challenging and risky due to inherent uncertainties of such markets. EM's also have unique characteristics that makes them different from developed countries. This causes implications for both theory and practice. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. This book investigates problems specific to emerging markets, and identifies new theoretical constructs, hypotheses (re)development, and emphasizes institutional contexts. The chapters in this book establish new conceptual and theoretical paradigms from multidisciplinary perspectives concentrated in the areas of information systems, electronic government, and digital and social media matters. The book focuses on topics in these areas such as digital enterprises, sustainability, telemedicine, and

Information Communication Technology (ICT) and surveys the potential challenges and opportunities that may arise. These concepts and topics covered in this book are vital for making the global economy more equitable and sustainable.

The India Briefing Guide to Doing Business in India introduces one of the fastest growing economies in the world. The guide provides a thorough overview of India's key demographics and business opportunities and infrastructure by region. Also included is information on FDI trends, business establishment procedures, economic zones and labor and tax considerations, analysis of Indian business etiquette and culture, and details of procedural, operational and tax differences between India and its economic and geographical neighbor, China. India Briefing's guides are leaders in their field, providing practical business insights to foreign investors in India.

. . . Eat not up your property among yourselves unjustly except it be a trade amongst you, by mutual consent . . . and help you one another in righteousness and piety. . . (Al-Hadid 4:29; Al-Ma'idah 5:2) There cannot be any doubt that the current financial crisis, which began in the US, has gone global. This realization has fuelled the fire of debate over globalization. Today's globalization is no longer the globalization that Theodore Levitt, a former professor at the Harvard Business School, described in 1983 in his world famous article "The Globalization of Markets." Although, in old days, Levitt and his successors had not seen globalization as an utopian state free of problems, nowadays globalization has been

reshaped completely. Therefore, in the perception of the editors it is justified to use the phrase “Globalisation 2.0” for the range of effects interpenetrating global economic arrangements. Globalisation 1.0 will never be restored again. Since the subprime crisis made its way to the global arena in the year 2008, companies and managers are confronted with the breathtaking speed of global, regional, and local changes. It is more than a provocation to divide developments into cause and effects. Forecasts in strategic management are no longer valid even for the moment they are published.

Uncertainty occupies the driving seats in global, regional, and local oriented companies.

The dynamics of a global economy is being reshaped by the economic emergence of two Asian giants, China and India. How the world's two most populous countries manage globalization as they pursue economic reform and liberalization will impact significantly their societies, the rest of Asia, and the world. This book brings together articles by first rate scholars of China and India to share and discuss their research findings in four areas: Challenges, Opportunities and Responses to Globalization; Social Security and Governance; National Security in the age of Globalization; and Ethnicity and Identity in the New World. The book includes an opening address by Singapore's Minister Mentor Lee Kuan Yew, from his speech on “Managing Globalization: Lessons from China and India”, delivered at the official opening of the Lee Kuan Yew School of Public Policy on 4 April 2005.

Our Earth is considered as a natural system which organizes and controls itself. However, the present scale of anthropogenic activity is unprecedented in the history of

mankind compelling the intelligentia to ponder over the scientific causes of the problems, processes and sustainable and pragmatic solutions. The current rate of resource use and consumption pattern are depleting the planet's finite resources and damaging life-supporting ecosystems. A large number of toxic substances are increasingly found in air, water, soil, and flora and fauna. We are in the midst of a period of increasing interconnected and complex global challenges that seek action across temporal and spatial scales, diverse sectors, and concerted efforts from global citizens. The environment on account of human's action has been experiencing imbalances and ecological catastrophe. Environmental issues like global climate change, biodiversity loss, the rapid depletion of natural resources, degradation of global commons, stratospheric ozone depletion have been restricting the safe operating space and transgressing the planetary boundaries endangering the existence of human societies. The global environmental problems if not scientifically managed may end up in the civilizational collapse. Nevertheless, the underlying commonality among these environmental issues is interrelatedness, complexity, and difficulty in identifying and implementing solutions. The global environmental challenges can be managed by adopting sustainable green technologies which dovetails the principles of environmental sustainability with social and ecological sustainability. Green growth is construed as a new development paradigm that sustains economic growth while at the same time ensuring environmental sustainability. This book presents case studies of South Asian companies that have strategic business implications, highlighting the complex interplay of business and social dynamics in South Asia. This region is a wide agglomeration of very different countries that share somewhat common cultures and issues and yet it is torn apart by religion and politics. There is an

abundance of local entrepreneurship but a widespread institutional void. The book investigates how local companies survive and thrive in this environment and discusses those companies that have withstood the competitive pressure of MNCs, depicting their management and business practices. In today's world, where multinationals are so omnipresent that their management and business practices are considered as the de facto recipe for success, there is a need to have an alternative view that challenges the ubiquitousness of multinational management practices. The case studies in this book focus on the business and management practices of local organizations in South Asia and thus provide that alternative viewpoint of how to achieve success in South Asia. Exposing readers to a local perspective on doing business in South Asia, it is a valuable resource for students and practitioners of management.

The definitive account of India's biggest startup that redefined e-commerce, entrepreneurship and the way we shop and live. IIT graduates Sachin Bansal and Binny Bansal founded out of a Bangalore apartment what would become India's biggest e-commerce startup. Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its 'customer obsession'. As the startup's reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology. Investigative journalist Mihir Dalal recounts the astounding story of how the Bansals built Flipkart into a multi-billion-dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders' control over their creation and forced them to sell out to a retailer whose dominance they

had once dreamt of emulating. Flipkart's auction involved some of the corporate world's biggest names, from Jeff Bezos, Satya Nadella, Sundar Pichai to Masayoshi Son and Doug McMillon, an ironic testimony to the strength of what the Bansals had forged. Based on extraordinary research, extensive interviews and deep access to key characters in the Flipkart story, *Big Billion Startup* is the riveting and revealing account of how Sachin and Binny Bansal built and sold India's largest internet company.

*Informal International Lawmaking: Case Studies* compiles case studies on instances of informal international lawmaking (IN-LAW) in diverse policy areas, including finance, investment, competition, pharmaceuticals and medical device regulation, food regulation, human rights, disaster management, and trade in diamonds. The term 'informal' international lawmaking is used in contrast and opposition to 'traditional' international lawmaking. More concretely, IN-LAW is informal in the sense that it dispenses with certain formalities traditionally linked to international law. These formalities may have to do with the process, actors and output involved. The literature has mostly criticized IN-LAW for its 'accountability deficits'. The chapters in this book, hence, do not simply give a descriptive overview of the case studies, but approach them from an accountability perspective. In this context, different questions are raised, such as: Is IN-LAW subject to any accountability measures? How accountable are IN-LAW participants to their constituents? How accountable are they towards those affected by their decisions? Are the accountability measures available at the international or at the domestic level? The book also examines how IN-LAW is elaborated and subsequently received in domestic legal systems, using the Netherlands and Brazil as case studies.

This book provides an insight in the phenomenon of Mergers

and Acquisitions (M&A), including the various forms of corporate restructuring. It highlights the importance of M&A as a strategy for faster growth in the corporate. The book provides an enriched experience of the art of valuation with detailed description of M&A process, deal structuring and financing. The book also provides the broader perspective of Accounting and Regulatory aspects of M&A. While covering the conceptual underpinnings of M&A, the book supplements it with real life examples on each sub-topic with various numeric examples. Thus the judicious blend of theory and practical aspects, through numerical as well as real life case-studies, make the book a source of vast knowledge in the complicated and dynamic world of M&A.

Energy compromise, and the true potential for a fossil-fuel-free future. Book jacket.

Policy-makers, national administrations, and regulators engage in making laws without the formalities associated with treaties or customary law. This book analyses this informal international lawmaking and its impact on contemporary trends in international interaction, looking at the questions of accountability and effectiveness it raises.

The Economic Survey is the budget document of the Government of India, which is presented in parliament every year. It presents the state of affairs of the Indian economy. Economic Survey 2018-19 consists of two volumes, which analyse the performance of the Indian economy for the financial year 2018–19.

Technology in the world today impacts every aspect of society and has infiltrated every industry, affecting communication, management, security, etc. With the emergence of such technologies as IoT, big data, cloud computing, AI, and virtual reality, organizations have had to adjust the way they conduct business to account for

changing consumer behaviors and increasing data protection awareness. The Handbook of Research on Social and Organizational Dynamics in the Digital Era provides relevant theoretical frameworks and the latest empirical research findings on all aspects of social issues impacted by information technology in organizations and inter-organizational structures and presents the conceptualization of specific social issues and their associated constructs. Featuring coverage on a broad range of topics such as business management, knowledge management, and consumer behavior, this publication seeks to advance the practice and understanding of technology and the impacts of technology on social behaviors and norms in the workplace and society. It is intended for business professionals, executives, IT practitioners, policymakers, students, and researchers.

This book provides a comprehensive picture of the recent trends and developments in the Indian finance scenario. It provides the reader with: " A comprehensive description and assessment of the Indian capital markets " An analytical approach together with a description of major recent developments and the current status of the finance sector The collection deals with issues like brokerage, security analysis, and underwriting, as well as the legal infrastructure of the markets. It focuses primarily on the Indian stock markets, corporate bond markets and derivatives markets. It also looks at the importance of asset management companies such as those involved with mutual funds, pension funds and venture capital funds to gain a better understanding of

the asset management industry in India. This volume has a distinctive and eclectic author list that includes academicians, a prominent corporate lawyer from India, top executives from the leading stock exchange in India, and the head of a key private investment research company, all of whom represent the best in their respective fields.

Poverty, Inequality, and Inclusive Growth in Asia  
Measurement, Policy Issues, and Country Studies  
Anthem Press

This book offers insights into important trends and future scenarios in the global tourism and travel industry and analyses current challenges in the aviation and hospitality industry, destination management and general travel behaviour. Well-known notabilities share their points of view. For example, Norbert Walter, chief economist of the Deutsche Bank, writes about the financial crisis and its impact on the tourism industry. Top executives of international operating airlines like C. Karlitekin (Turkish Airlines), J. Hunold (Air Berlin) and E. Sims (Air New Zealand) have much to say about the future of airlines and aviation management. Corporate Social Responsibility is one of the top themes to-be and therefore a focus of this book, offering the perspective of the UN Foundation and the social inclusion concept of RUHR.2010, European Capital of Culture. The articles are based on presentations and panel discussions presented at the world's largest tourism congress, the ITB Berlin Convention.

The world stands so dazzled by India's meteoric economic rise that we hesitate to acknowledge its

consequences to the people and the environment. In *Churning the Earth*, Aseem Shrivastava and Ashish Kothari engage in a timely enquiry of this impressive growth story. They present incontrovertible evidence on how the nature of this recent growth has been predatory and question its sustainability. Unfettered development has damaged the ecological basis that makes life possible for hundreds of millions resulting in conflicts over water, land and natural resources, and increasing the chasm between the rich and the poor, threatening the future of India as a civilization. Rich with data and stories, this eye-opening critique of India's development strategy argues for a radical ecological democracy based on the principles of environmental sustainability, social equity and livelihood security. Shrivastava and Kothari urge a fundamental shift towards such alternatives—already emerging from a range of grassroots movements—if we are to forestall the descent into socio-ecological chaos. *Churning the Earth* is unique in presenting not only what is going wrong in India, but also the ways out of the crises that globalised growth has precipitated.

Climate change is a global phenomenon that requires a global response, and yet climate-change governance depends on the ability of individual states to respond to a long-term, uncertain threat. Although states are routinely criticized for their inability to respond to such threats, the problems that arise from their attempts to respond are frequently overlooked. Focusing on the experiences of India, Spain, and Australia, Hayley Stevenson shows how these countries have struggled to integrate global

norms around climate-change governance with their own deeply unsustainable domestic systems, leading to profoundly irrational ecological outcomes.

On the backdrop of the institutionalisation of corporate social responsibility (CSR) and sustainability, and the emergence of multi-stakeholder-driven voluntary regulation, this timely collection places special emphasis on India and explores its international voluntary sustainability standards. The authors analyse the adoption and implementation of voluntary governance initiatives across a range of industries, offering insightful sectoral discussion and evaluation of voluntary sustainability standards as forms of transnational private regulation. This book will be of interest to anyone researching CSR, sustainability and supply chain management in emerging markets.

In the past, foreign shocks arrived to national economies mainly through trade channels, and transmissions of such shocks took time to come into effect. However, after capital globalization, shocks spread to markets almost immediately. Despite the increasing macroeconomic dangers that the situation generated at emerging markets in the South, nobody at the North was ready to acknowledge the procyclicality of the financial system and the inner weakness of “decontrolled” financial innovations because they were enjoying from the “great moderation.” Monetary policy was primarily centered on price stability objectives, without considering the mounting credit and asset price booms being

generated by market liquidity and the problems generated by this glut. Mainstream economists, in turn, were not majorly attracted in integrating financial factors in their models. External pressures on emerging market economies (EMEs) were not eliminated after 2008, but even increased as international capital flows augmented in relevance thereafter. Initially economic authorities accurately responded to the challenge, but unconventional monetary policies in the US began to create important spillovers in EMEs. Furthermore, in contrast to a previous surge in liquidity, funds were now transmitted to EMEs throughout the bond market. The perspective of an increase in US interest rates by the FED is generating a reversal of expectations and a sudden flight to quality. Emerging countries' currencies began to experience higher volatility levels, and depreciation movements against a newly strong US dollar are also increasingly observed. Consequently, there are increasing doubts that the "unexpected" favorable outcome observed in most EMEs at the aftermath of the Global Financial Crisis (GFC) would remain.

Much of the analysis of infrastructure's impact on trade costs focuses on conditions in developed countries. This book makes an invaluable contribution to our understanding by examining the situation in developing Asia, the world's most populous and fastest growing region. This study

analyzes and draws policy implications from infrastructure's central role in lowering Asia's trade costs. Infrastructure is shown to be a cost-effective means of lowering trade costs and thereby promoting regional growth and integration. This book combines thematic and country studies, while breaking new ground in.

While Asia's growth record in recent decades is remarkable, it has been marred by rising inequalities. This book looks at recent trends of income and non-income inequalities in developing Asian countries, discusses their underlying driving forces, and examines key policy issues that need to be addressed to ensure that the benefits of growth will be more equitably shared in Asia. The book also presents a set of country studies that provide rich information on growth, poverty and inequality dynamics and the policy challenges that arise in marching toward inclusive growth.

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, *Journal of Macromarketing* (USA);

Professor of Critical Marketing & Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and

educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

This two-volume book presents the outcomes of the 8th International Conference on Soft Computing for Problem Solving, SocProS 2018. This conference was a joint technical collaboration between the Soft Computing Research Society, Liverpool Hope University (UK), and Vellore Institute of Technology (India), and brought together researchers, engineers and practitioners to discuss thought-provoking developments and challenges in order to select

potential future directions. The book highlights the latest advances and innovations in the interdisciplinary areas of soft computing, including original research papers on algorithms (artificial immune systems, artificial neural networks, genetic algorithms, genetic programming, and particle swarm optimization) and applications (control systems, data mining and clustering, finance, weather forecasting, game theory, business and forecasting applications). It offers a valuable resource for both young and experienced researchers dealing with complex and intricate real-world problems that are difficult to solve using traditional methods.

E-commerce is growing at an exponential rate in India. Despite this, it is still at an evolving stage as economic and regulatory frameworks pertaining to various segments of e-commerce are being put into place by the government. This book presents a comprehensive analysis of the economic and regulatory aspects of the e-commerce sector by assessing the trends and characteristics, and addressing the issues and challenges associated with it. It dwells into key issues including FDI regulations, taxation, valuation of e-commerce companies, market structure, competition, payment mechanism, blockchain and cryptocurrencies, and logistics. The issues and challenges addressed in this book frequently appear as discussion points in

policy debates, research forums and popular media. However, information on these is scant and often scattered. This book bridges gaps in the available literature on e-commerce

This volume fills a gap in the international business literature, offering the perspectives of researchers who are deeply embedded in one key emerging market, India. With the global economy changing dramatically, firms from emerging markets are playing increasingly important roles in both outward and inward internationalisation. International Business Strategy offers profound insights into international business activities in this rapidly-evolving environment, in which multinational corporations from emerging markets are now influential players. Reflecting the complex nature of India itself, the chapters employ a variety of theoretical lenses to shed light on a wide range of issues encountered by Indian businesses, from some of the world's largest corporations to small, entrepreneurial firms.

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help

students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world. Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters:

- Upstream vs. downstream social marketing, SWOT, competition
- Fundamentals of social marketing, ethics
- Formative and Evaluative Research
- Theories applied in social marketing
- A historical perspective on social marketing

Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes:

- Background
- Positioning
- SWOT
- Research
- Objectives
- The 4 P's
- Target audience
- Evaluation
- Barriers and benefits
- Discussion
- Competition

This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and

further readings are available to assist professors in teaching from this book.

. . . this is a timely and useful collection of regional studies.

Ben Shepherd, *Asian Pacific Economic Literature Analysis of infrastructure's role in facilitating international trade and consequently regional economic integration* is still rudimentary. This original book fills that knowledge gap by exploring relevant concepts, measurement issues, aspects of the implementation of trade-related infrastructure facilities and their impacts on poverty, trade, investment and macroeconomic balances. Continuing the series of books produced in association with the Asian Development Bank Institute, this study explores the virtuous cycle of infrastructure investment, trade expansion and economic growth in developing Asia. Issues relating infrastructure, both hard and soft, to trade facilitation and trade costs are defined and examined, and the role of infrastructure in regional cooperation to enhance intraregional trade is analysed. Empirical estimates of trade costs in Asia suggest there is significant room for infrastructure to lower those costs further. By approaching the infrastructure trade nexus at the regional level through cooperative activities, this study shows it is possible to increase the range of policy options and risk management opportunities. *Infrastructure and Trade in Asia* will be of interest to trade and infrastructure policymakers, academics at graduate and above levels involved in economic development and Asian studies as well as those in the development community interested in regional cooperation and integration.

*Mergers and acquisitions* is a comprehensive textbook designed for students of postgraduate management programmes. It explores the core concepts of mergers and acquisitions.

with Statement of Objects and Reasons; and Notes with Free Access to Full Text of Judgements on Net and Mobile App

In the next few years, it is expected that most businesses will have transitioned to the use of electronic commerce technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but also has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges to e-commerce must be discussed to understand modern business. The Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business discusses the best practices, latest strategies, and newest methods for implementing and using e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services. Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing, and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

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