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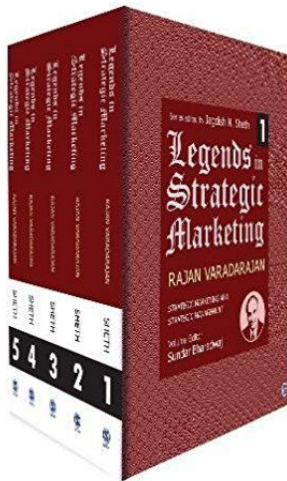
【経営学、マーケティング・広告】

✳️「戦略的マーケティングの伝説的人物」叢書 第1回配本

✳️ 戦略的マーケティングの初期の開拓者 Varadarajan の論文と研究

**J.N.シース編 戦略的マーケティングの伝説的人物
R.Varadarajan 全5巻
Legends in Strategic Marketing: Rajan Varadarajan. 5 vols.**

Sheth, Jagdish N. (ed.), Legends in Strategic Marketing: Rajan Varadarajan. 5 vols. (Legends in Strategic Marketing 1) 2248 pp. 2018:2 (Sage, II) <643-942> ISBN 978-93-5280-595-2 hard set



「戦略的マーケティングの伝説的人物」叢書は、過去100年間に戦略的マーケティング分野に貢献した人物を取り上げて、その人物の業績を多様な側面から考察しています。

第1回配本は、テキサス A&M 大学の R.Varadarajan 教授です。Varadarajan は、戦略的マーケティング分野の初期の開拓者の一人であり、特に競争、産業構造、グローバル化、技術などの外的要因の影響の研究で知られています。また、イノベーションとそのマーケティング及び企業業績への影響、環境の持続可能性などの研究でも著名であり、これまでにマーケティング分野における数多くの賞を受賞しました。

本書は、第1巻「戦略的マーケティングと戦略的経営」、第2巻「戦略的マーケティングとイノベーション」、第3巻「戦略と業績」、第4巻「組織間協力とインタラクティブ・マーケティング」、第5巻「環境の持続可能性、新興市場のためのイノベーション、新興市場におけるマーケティング」の部より構成されています。経営学、マーケティングに関心を持つ研究者・研究室に必備の

レファレンスとしてお勧めいたします。

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