

Marketing Management A South Asian Perspective

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the asian yearbook of international law is produced by the foundation for the development of international law in asia dila and is a major refereed publication dedicated to international law

issues as seen primarily from an asian perspective the articles are written by experts from the region and elsewhere

southeast asia has sometimes been portrayed as a static place in the ninth to fourteenth centuries however the region experienced extensive trade bitter wars kingdoms rising and falling ethnic groups on the move the construction of impressive monuments and debate about profound religious issues readers of this volume will learn much of how people lived in southeast asia five hundred to one thousand years ago the region today cannot be comprehended without reference to the seminal developments of that period

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the routledge handbook of asian regionalism is a definitive introduction to and analysis of the development of regionalism in asia including coverage of east asia southeast asia and south asia the contributors engage in a comprehensive exploration of what is arguably the most dynamic and important region in the world significantly this volume addresses the multiple manifestations of regionalism in asia and is consequently organised thematically under the headings of conceptualizing the region economic issues political issues strategic issues regional organizations as such the handbook presents some of the key elements of the competing interpretations of this important and highly contested topic giving the reader a chance to evaluate not just where asian regionalism is going but also how the scholarship on asian regionalism is analysing these trends and events this book will be an indispensable resource for students and scholars of asian politics international relations and regionalism

using a unique old new treatment this book presents new perspectives on several important topics in southeast asian history and historiography based on original primary research it reinterprets and revises several long held conventional views in the field covering the period from the classical age to the twentieth century chapters share the approach to southeast asian history and historiography namely giving agency to southeast asia in all research analysis writing and interpretation the book honours john k whitmore a senior historian in the field of southeast asian history today by demonstrating the scope and breadth of the scholar s influence on two generations of historians trained in the west in addition to providing new information and insights on the field of southeast asia this book stimulates new debate on conventional ideas evidence and approaches to its teaching research and understanding it addresses and in many cases revises specific critically important topics in southeast asian history on which much conventional knowledge of southeast asia has long been based it is of interest to scholars of southeast asian studies as well as asian history

a new edition of this classic study of mandala southeast asia the revised book includes a substantial retrospective postscript examining contemporary scholarship that has contributed to the understanding of southeast asian history since 1982

learn your way through the intricacies of social media marketing and come out at the top by effectively marketing your brand offerings social media marketing essentials you always

wanted to know walks you through the fundamentals of the dynamic world of social media marketing helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company's revenue the book talks about the importance and scope of social media marketing the comparison between traditional media and social media what a media mix is and how to formulate social media plans and strategies to name a few it further describes different types of content for social media marketing and how to tailor it for popular social media platforms like facebook instagram youtube x etc the differences between organic and paid marketing are crucial to formulating a cost effective social media marketing strategy and this book helps you with that as well the book concludes with chapters on the metrics used to evaluate the success of a social media marketing plan and the ethics surrounding the practice of social media marketing this book will help you i learn the process of coming up with a marketing strategy ii navigate through the sea of social media platforms and create platform specific content iii explore hashtags know when where and how to use them iv understand the metrics and evaluate your social media marketing strategies the author dr kavita kamath boasts a doctorate in social media marketing and has 17 years of teaching experience under the bag so you know the book is reliable and holds a treasure of knowledge for anyone looking to gain a deeper understanding of the essentials of the subject matter

non reproductive sex practices in asia have historically been a source of fascination prurient or otherwise for westerners who being either catholic or protestant were often struck by what they perceived as the widespread promiscuity and licentiousness of native inhabitants graphic descriptions and pious denunciations of sodomy bestiality transvestitism and incest abound in western travel narratives missionary accounts and ethnographies but what constituted indigenous sexual morality and how was this influenced by hinduism buddhism confucianism islam and christianity over time and place what sex practices were tolerated or even encouraged by society community and religious ritual and what acts were considered undesirable transgressive and worthy of punishment sexual diversity in asia c 600 1950 is the first book to foreground same sex acts and pleasure seeking in the histories of india china japan the philippines thailand and indonesia drawing on a range of indigenous and foreign sources the contributors all renowned experts in their fields shed light on indigenous notions of gender and the body social hierarchies fundamental ideas concerning morality and immorality and episodes of seduction the book illuminates in striking case studies attitudes toward non procreative sex acts and representations and experiences of same sex pleasure seeking in the histories of asia this path breaking book is an important contribution to the study of gender and sexuality in asian cultures and will also interest students and scholars of world history

the handbook of east and southeast asian archaeology focuses on the material culture and lifeways of the peoples of prehistoric and early historic east and southeast asia their origins behavior and identities as well as their biological linguistic and cultural differences and commonalities emphasis is placed upon the interpretation of material culture to illuminate and explain social processes and relationships as well as behavior technology patterns and

mechanisms of long term change and chronology in addition to the intellectual history of archaeology as a discipline in this diverse region the handbook augments archaeologically focused chapters contributed by regional scholars by providing histories of research and intellectual traditions and by maintaining a broadly comparative perspective archaeologically derived data are emphasized with text based documentary information provided to complement interpretations of material culture the handbook is not restricted to art historical or purely descriptive perspectives its geographical coverage includes the modern nation states of china mongolia far eastern russia north and south korea japan taiwan vietnam cambodia laos thailand burma malaysia indonesia the philippines and east timor

to date philosophical discussions of animal ethics and critical animal studies have been dominated by western perspectives and western thinkers this book makes a novel contribution to animal ethics in showing the range and richness of ideas offered to these fields by diverse asian traditions asian perspectives on animal ethics is the first of its kind to include the intersection of asian and european traditions with respect to human and nonhuman relations presenting a series of studies focusing on specific asian traditions as well as studies that put those traditions in dialogue with western thinkers this book looks at asian philosophical doctrines concerning compassion and nonviolence as these apply to nonhuman animals as well as the moral rights and status of nonhuman animals in asian traditions using asian perspectives to explore ontological ethical and political questions contributors analyze humanism and post humanism in asian and comparative traditions and offer insight into the special ethical relations between humans and other particular species of animals this book will be of interest to students and scholars of asian religion and philosophy as well as to those interested in animal ethics and critical animal studies

japan s use of soft power in its international politics is as yet understudied soft power presents as many challenges as promises this book explores the way japan uses soft power in its relationship with the us its asian neighbours and europe and aims to contribute to a deeper understanding of the role of soft power in international relations hard power on the other hand is more tangible and has received far greater scholarly scrutiny than soft power however as this collection makes clear hard power has its limitations and counterproductive consequences as an instrument of policy this book makes it clear that hard power alone will not provide japan with the peace and security it desires a smart balancing or mixture of hard and soft power is required is japan up to this challenge while this book cannot give a definitive answer to this question the excellent line up of contributors present their best analyses of the effectiveness of japan s current attempt at balancing the two components of national power in meeting its bilateral and multilateral security challenges the us japan alliance is suitable for upper undergraduates postgraduates and academics in international politics political science security studies and japanese studies winner of the masayoshi ohira memorial special prize 2011

this book is a collaborative product of an official project approved by the east asian association for science education ease one of the most important professional societies of

science education in asia this ease book is compiled with a unique approach it consists of well structured four sections a the historical development of science education in east asia b the achievements of science education research in east asia c science teacher training in east asia and d some challenges to research in science education in east asia its fifteen chapters are co authored collaborated by renowned scholars from regions of east asia the book successfully integrated and consolidated the research findings curricular developments and science teaching practices that have shaped ongoing educational agenda and student learning outcome in an unprecedented approach six regional coordinators from mainland china hong kong japan korea and taiwan worked together with editors and more than fifty science educators to assure the book project adequately reflects the trends and practices in this region the six regional coordinators are 1 prof weiping hu shaanxi normal university 2 prof winnie so wing mui the education university of hong kong 3 prof masakata ogawa tokyo university of science 4 prof jinwoong song seoul national university 5 prof huann shyang lin national sun yat sen university 6 prof chi jui lien national taipei university of education this book intends not only to serve as references but also a complement of existing perspectives from western countries insights gained from the integration and consolidation of east asian developmental trends and perspectives would allow science educators teachers and policy makers make wise decision for future advancements for their own countries regions list of chapters 1 why we study the history of science education in east asia a comparison of the emergence of science education in china and japan 2 the advent of science education for all a policy review across east asian regions 3 trend and development of school science education in taiwan hong kong and korea 4 national regional systems of research training in science education the experiences in japan and hong kong 5 science education research trends in east asian areas a quantitative analysis in selected journals 6 current trends of science education in east asia 1995 2014 with a focus on local academic associations journal papers and key issues of science education in china mainland japan korea and taiwan 7 diversity dilemmas of science education in east asia 8 a comparison of elementary school science textbooks in east asia 9 primary school science teacher training in east asia in the continuous reforming for the quality assurance 10 pre service education of high school science teachers 11 science education reform and the professional development of science teachers in east asian regions 12 affective aspects of science education in east asia regions 13 science learning in informal environments in east asia focusing on science museums centers 14 introducing modern science and high technology in schools 15 government policy in developing a stem curriculum the case of the high scope program in taiwan

the issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors in the business realm incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially green business concepts methodologies tools and applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises focusing on how green approaches improve operations highlighting a range of topics such as

corporate sustainability green enterprises and circular economy this multi volume book is ideally designed for business executives business and marketing professionals business managers academicians and researchers actively involved in the business industry

no detailed description available for early paleolithic in south and east asia

this edition adds chapters on burma and vietnam and updated material throughout reflects the current economic crisis in the region

this handbook collects expert surveys of the prehistory of southeast asia a two millennial span that began with the arrival of now extinct humans and ended with the great civilization of angkor 9th to 15th century

the book starts with a comparison of financial accounting and management accounting both discussed based on the production firm penor ltd it further demonstrates accounting work in support of general management cvp analysis dol performance measurement risk management and m a as well as cost accounting structures for absorption and marginal cost accounting systems internal cost allocations reporting monitoring manufacturing accounting calculation contribution margin accounting and activity based costing the content is explained by detailed case studies this asia edition also includes real case studies about companies in malaysia all chapters outline the learning objectives provide an overview include case studies and how it is done paragraphs they end with a summary the explanation of new technical terms and a question bank with solutions for checking your learning progress on the internet you can find more than 300 exam tasks with solutions as well as youtube videos from the authors

environmental policies in asia highlights the environmental challenges asian planners and policymakers face as the continent undergoes rapid economic growth in the 21st century edited by jing huang and shreekant gupta with contributions from leading asian scholar practitioners this timely and unique volume is the first of its kind to look at environmental policies and governance from the perspective of seven dynamic asian countries these include developed economies of japan and singapore emerging giants such as china and india and rapidly developing nations such as vietnam indonesia and malaysia the volume discusses environmental challenges that stem from issues as local as poor recycling practices to ones that are as vast and complex as global climate change engaging accessible and pan asian in scope the essays also present creative ways in which these challenges are being addressed this book is valuable to anyone who is keen on understanding asia its growth and whether its rise is environmentally sustainable

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