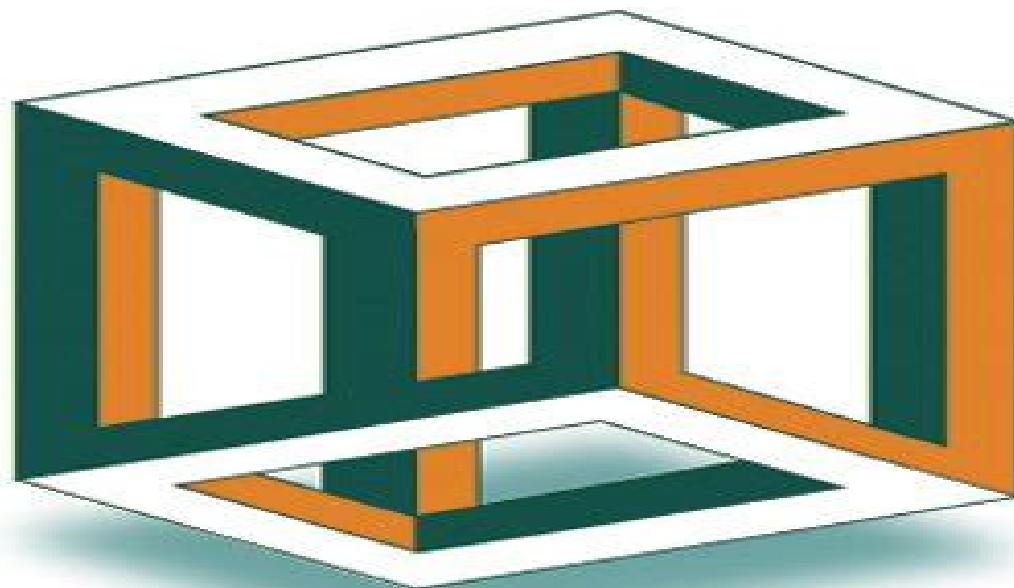


Fuzzy Sets in Management, Economics and Marketing



Editors

Constantin Zopounidis
Panos M. Pardalos
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World Scientific

Fuzzy Sets In Management Economics And Marketing

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Fuzzy Sets In Management Economics And Marketing:

Fuzzy Sets in Management, Economics, and Marketing Constantin Zopounidis, Panos M. Pardalos, George Baourakis, 2001

The rapid changes that have taken place globally on the economic social and business fronts characterized the 20th century. The magnitude of these changes has formed an extremely complex and unpredictable decision making framework which is difficult to model through traditional approaches. The main purpose of this book is to present the most recent advances in the development of innovative techniques for managing the uncertainty that prevails in the global economic and management environments. These techniques originate mainly from fuzzy sets theory. However, the book also explores the integration of fuzzy sets with other decision support and modeling disciplines such as multicriteria decision aid, neural networks, genetic algorithms, machine learning, chaos theory, etc. The presentation of the advances in these fields and their real world applications adds a new perspective to the broad fields of management science and economics.

Fuzzy Sets in Management, Economics, and Marketing Panos M. Pardalos, Constantin Zopounidis, George Baourakis, 2001

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Readership Financial managers, economists, management scientists and computer scientists

Soft Computing and its Applications in Business and Economics Rafik Aziz Aliev, Bijan

Fazlollahi, Rashad Rafik Aliev, 2012-08-10 Soft Computing and its Applications in Business and Economics or SC BE for short is a work whose importance is hard to exaggerate Authored by leading contributors to soft computing and its applications SC BE is a sequel to an earlier book by Professors R A Aliev and R R Aliev Soft Computing and Its Applications World Scientific 2001 SC BE is a self contained exposition of the foundations of soft computing and presents a vast compendium of its applications to business finance decision analysis and economics One cannot but be greatly impressed by the wide variety of applications applications ranging from use of fuzzy logic in transportation and health care systems to use of a neuro fuzzy approach to modeling of credit risk in trading and application of soft computing to e commerce To view the contents of SC BE in a clearer perspective a bit of history is in order In science as in other realms of human activity there is a tendency to be nationalistic to commit oneself to a particular methodology and relegate to a position of inferiority or irrelevance all alternative methodologies As we move further into the age of machine intelligence and automated reasoning we run into more and more problems which do not lend themselves to solution through the use of our favorite methodology **Supply**

Chain and Finance Panos M. Pardalos, Athanasios Migdalas, George Baourakis, 2004 This book describes recently developed mathematical models methodologies and case studies in diverse areas including stock market analysis portfolio optimization classification techniques in economics supply chain optimization development of e commerce applications etc It will be of interest to both theoreticians and practitioners working in economics and finance **Uncertain Computation-based**

Decision Theory Rafik Aziz Aliev, 2017-12-06 Uncertain computation is a system of computation and reasoning in which the objects of computation are not values of variables but restrictions on values of variables This compendium includes uncertain computation examples based on interval arithmetic probabilistic arithmetic fuzzy arithmetic Z number arithmetic and arithmetic with geometric primitives The principal problem with the existing decision theories is that they do not have capabilities to deal with such environment Up to now no books where decision theories based on all generalizations level of information are considered Thus this self containing volume intends to overcome this gap between real world settings decisions and their formal analysis **Handbook of Multicriteria Analysis** Constantin Zopounidis, Panos M.

Pardalos, 2010-05-25 Multicriteria analysis is a rapidly growing aspect of operations research and management science with numerous practical applications in a wide range of fields This book presents all the recent advances in multicriteria analysis including multicriteria optimization goal programming outranking methods and disaggregation techniques The latest developments on robustness analysis preference elicitation and decision making when faced with incomplete information are also discussed together with applications in business performance evaluation finance and marketing Finally the interactions of multicriteria analysis with other disciplines are also explored including among others data mining artificial intelligence and evolutionary methods Modern International Developments in Data Analysis and Multivariate Statistical Analysis

Anastasiadou, Sofia D., Chadjipadelis, Theodore G., Koutsoupas, Nikolaos, Markos, Angelos, Menexes, George, 2025-08-08 In

recent years data analysis and multivariate statistical analysis have globally evolved driven by advances in computing power the rise of big data and the growing demand for data informed decision making across sectors Modern developments now integrate machine learning artificial intelligence AI and data techniques enabling more sophisticated analysis of complex multi variable datasets Globally collaborations between academic institutions governments and businesses fuel innovation standardization and accessibility in statistical methodologies These advancements enhance predictions and insights while supporting applications in fields like healthcare finance environmental science and policy Modern International Developments in Data Analysis and Multivariate Statistical Analysis explores the development and dissemination of methods of data analysis and multivariate statistical analysis It examines new fields that can be developed based on relevant international developments in statistical science This book covers topics such as geopolitics machine learning and policymaking and is a useful resource for business owners engineers policymakers academicians researchers and data scientists

TOPSIS model based on entropy and similarity measure for market segment selection and evaluation Truong Thi Thuy Duong, Nguyen Xuan Thao, The paper aims to propose a practical model for market segment selection and evaluation The paper carries out a technique of order preference similarity to the ideal solution TOPSIS approach to make an operation systematic dealing with multi criteria decision making problem

The Internet Encyclopedia, Volume 1 (A - F), 2004-11-11 The Internet Encyclopedia in a 3 volume reference work on the internet as a business tool IT platform and communications and commerce medium

Handbook of Sustainability Science in the Future Walter Leal Filho, Anabela Marisa Azul, Federica Doni, Amanda Lange Salvia, 2023-08-14 Humanity will have to cope with many problems in the coming decades for instance the world population is likely grow to to 8 8 billion people by 2035 Also changing climate conditions are negatively affecting the livelihoods of millions of people In particular environmental disasters are causing substantial damages to properties From a social perspective the inequalities between rich and poor nations are becoming even deeper and in many countries conflicts between national and international interest groups are intensifying The above state of affairs suggest that a broader understanding of the trends which may lead to a more sustainable world is needed especially those which may pave the way for future developments In other words we need to pave the way for sustainable futures Consistent with this reality the proposed Encyclopedia of Sustainability Futures aims to identify document and disseminate ideas experiences and visions from scientists member of nongovernmental organisations decision makers industry representatives and citizens on themes and issues which will be important in pursuing sustainable future scenarios In particular the publication will focus on scientific aspects as well as on social and economic ones also considering matters related to financing and infra structures which are important in pursuing a sustainable future The Encyclopedia of Sustainability Futures will involve the contributing authors in line with the principle of co generation from across a wide range of disciplines e g education and social sciences natural sciences engineering the arts languages etc with papers adopting a long term

sustainability perspective with a time horizon until 2050 The focus will be on themes which are felt as important in the future and the chapters are expected to interest and motivate a world audience This book is part of the 100 papers to accelerate the implementation of the UN Sustainable Development Goals initiative

Agent-Based Computational Economics

Shu-Heng Chen,2017-09-19 This book aims to answer two questions that are fundamental to the study of agent based economic models what is agent based computational economics and why do we need agent based economic modelling of economy This book provides a review of the development of agent based computational economics ACE from a perspective on how artificial economic agents are designed under the influences of complex sciences experimental economics artificial intelligence evolutionary biology psychology anthropology and neuroscience This book begins with a historical review of ACE by tracing its origins From a modelling viewpoint ACE brings truly decentralized procedures into market analysis from a single market to the whole economy This book also reviews how experimental economics and artificial intelligence have shaped the development of ACE For the former the book discusses how ACE models can be used to analyse the economic consequences of cognitive capacity personality and cultural inheritance For the latter the book covers the various tools used to construct artificial adaptive agents including reinforcement learning fuzzy decision rules neural networks and evolutionary computation This book will be of interest to graduate students researching computational economics experimental economics behavioural economics and research methodology

The Internet Encyclopedia Hossein Bidgoli,2004 Publisher

Description **Improving the Marriage of Modeling and Theory for Accurate Forecasts of Outcomes** Arch G. Woodside,2018-01-29 This book describes tools that are useful for decision makers to improve their understanding of what is likely to happen in different configurations of contexts and decisions and to improve their forecasting abilities substantially

Managing Resilience, Sustainability, and Networks of Tourism Enterprises in the New Global Economic Order

Anna Ujwary-Gil,Diana Dryglas,Anna Lis,2024-01-01 The role of resilience in explaining hotel growth A fuzzy set QCA approach PURPOSE Due to the detrimental effects of the recent pandemic on the hotel sector hotel resilience research and its impact on hotel recovery have received lots of academic attention However a sustainable perspective on hotel resilience as an approach for investigating its impact on long term hotel growth has been largely overlooked in the hospitality resilience literature Therefore this paper aims to address the research gap by identifying the configuration of factors that constitute sustainable hotel resilience leading to the growth of selected hotels operating in Poland METHODOLOGY Data for analysis were obtained from surveys conducted with 120 managers of one and two star hotels A fuzzy set qualitative comparative analysis fsQCA was chosen to achieve the goal which belongs to the group of configurational analysis methods FINDINGS Due to the asymmetric nature of the method the analysis reveals configurations of factors leading to high hotel growth and those leading to low growth In both cases two such factor configurations were obtained For high levels of hotel growth it was found that maintaining a high level of three factors simultaneously namely employee resilience CSR activities and leadership

resilience or CSR activities team resilience and leadership resilience provided sufficient conditions For low levels of growth fsQCA indicated sufficient conditions in the form of a low level of CSR activities and leadership resilience or a low level of employee resilience and team resilience These findings emphasize the role of combining different factors to improve hotel growth

IMPLICATIONS The research contributes to the literature on resilience in the hospitality industry by developing a new theoretical perspective on the complex nature of combinations of factors that contribute to sustainable hotel resilience leading to both high and low growth The research results also provide significant implications for entrepreneurs and managers indicating the role of different combinations of factors in determining hotel growth

ORIGINALITY AND VALUE The knowledge regarding sustainable hotel resilience is still insufficient The study identified the best combinations of factors both internal and external that constitute sustainable hotel resilience which may be vital for hotel growth

Keywords hotel resilience CSR activities employee resilience leadership resilience team resilience financial resilience hotel growth Poland fsQCA Exploring resilience of the hotel industry using the example of Polish regions The case of COVID 19 pandemic

PURPOSE This study explores the relationship between the resilience of the hotel industry an underdeveloped concept and the factors that support the development of this industry It examines whether the resilience of the hotel industry varies regionally and whether it is influenced either by the characteristics of the hotel industry or by regional economic conditions The study focuses on the COVID 19 pandemic which particularly hit the hotel industry

METHODOLOGY The clustering method is used to identify regions in Poland with similar pre pandemic hotel industry development are identified Secondly Potthoff s analysis and Kruskal Wallis tests with Dunn s tests are used respectively to identify variations in the resilience responses of the industry in different regions and to examine the antecedents of these variations

FINDINGS The data collected indicate variations between clusters in terms of resilience response Not all factors that support the development of the hotel industry in a particular region are equally conducive to its resilience Our study shows that the pandemic was not an isolated or unique event but rather a catalyst that brought long standing issues for the hotel and tourism sector

IMPLICATIONS FOR THEORY AND PRACTICE This study contributes to the development of resilience theory by providing evidence based arguments for separating the domains of resilience and development and for a more granular exploration of the trade offs between them From the perspective of the hotel industry insights into narrowly channeled agglomeration externalities during a crisis could inform strategic decisions regarding the location of hotel investments the value proposition created and business model diversification Therefore there is a need for more resilient crisis management strategies that can be applied across the tourism sector These strategies should encompass effective supply chain management and a robust framework for labor security

ORIGINALITY AND VALUE The findings suggest that hotel industry development factors which include both industry characteristics and regionally shaped economic conditions provide mixed support for the resilience of this industry The study revealed clear tensions between development and resilience impacts by highlighting existing trade

offs Focusing attention on trade off tensions advances both the conceptual validity and application potential Although the present study was defined for the specific circumstances of the hotel industry this approach can be replicated in different industries that are components of the supply chain of the tourism market and its value chain Keywords hotel industry resilience multidimensionality pandemic regional conditions COVID 19 Assessing sustainable practices and managerial approaches in the hotel industry A comparative case study PURPOSE The study is comparative comparing sustainable practices and approaches in two hotels to better understand different management approaches The study s design provides valuable insights into the topic of sustainability practices in the hotel industry and the results are analyzed and discussed in the context of existing academic knowledge on the issue METHODOLOGY The goal of the selection process was to find information rich cases After conducting initial online research two four star hotels in the same regional capital city in the Czech Republic were intentionally chosen These hotels are direct competitors and have very similar target customers To collect data the authors conducted two separate semi structured in depth interviews with the CEOs of both hotels as well as observations in both establishments and additional interviews with staff The interview protocol which is innovative and newly assembled was added to ensure the case study s reliability and enable future comparisons A comprehensive criterion table methodically presents the research outcomes FINDINGS Besides the list of sustainability practices applied in the hotels under study the authors described two distinct management approaches The first approach takes a broad perspective considering all aspects of sustainability and incorporating it as a fundamental part of the company s vision In contrast the second approach focuses narrowly on cost savings and profit generation The form of business is the critical factor responsible for the difference in managerial approach Interestingly the study suggested that hotels belonging to large chains and stock companies may be more compelled to adopt sustainability practices and may have more established sustainability programs than independent hotels IMPLICATIONS In light of previous literature the findings of this case study provide valuable theoretical contributions to managerial approaches to sustainability programmes sustainability reporting transparency and more Additionally the newly assembled interview protocol is an innovative and important foundation for future research The study also uncovers significant new barriers to the adoption of sustainability practices From a managerial perspective this study offers a comprehensive overview of hotels sustainability practices and serves as a practical list of potential sustainable practices for hotels to consider Finally the conclusion provides suggestions for future research that can further advance sustainable practices in the hotel industry ORIGINALITY AND VALUE The study s significance stems from a thorough analysis of prior literature and conducting additional research in a new setting providing a unique perspective on the topic of hotel sustainability within a specific area The case study approach allowed for an in depth examination of the selected cases with attention to detail The methodology and public interview protocol offer the potential for comparable studies in other regions to be conducted and compared in the future Keywords sustainability sustainable

development practices hotel industry hospitality industry tourism management Linking employee voice to service recovery performance in the hotel sector The mediating role of tacit knowledge sharing and employee innovation PURPOSE In reality service failures are inevitable However poor service recovery can decrease customer trust and exacerbate customer dissatisfaction Previous studies have focused on service failure types reasons for failure and successful recovery actions from the customers perspective Accordingly this study aims to present a different view by investigating the factors that could improve hotel recovery performance from the employees perspective Therefore a model was developed to study the influence of employees voice tacit knowledge sharing and employee innovation on service recovery performance METHODOLOGY This quantitative study used an online survey to gather data from employees in the hotel industry in Jordan A total of 214 valid responses were obtained Participants were targeted randomly mainly through Facebook groups for hotel employees PLS SEM Partial Least Squares Structural Equation Modeling was employed in this research to analyze the data using Smart PLS 3 software FINDINGS The results indicated that employee voice is positively associated with tacit knowledge sharing Furthermore it was found that tacit knowledge sharing is positively related to employee innovation The findings demonstrated that tacit knowledge plays a partial mediating role in the association between employee voice and employee innovation Additionally it was discovered that employee innovation has a positive association with service recovery performance Finally the results indicate that employee innovation partially mediates the relationship between tacit knowledge and service recovery performance IMPLICATIONS Hoteliers are suggested to create a supportive work climate where employees can express their thoughts ideas and concerns without fear of retribution Furthermore hotel managers are advised to establish clear expectations for employees regarding the significance of their opinions and insights and recognize and reward innovative ideas that can hopefully enhance hotels performance ORIGINALITY AND VALUE This research provides new insights and contributes to the understanding of the role of employee voice tacit knowledge sharing and employee innovation in enhancing service recovery performance particularly in a context that has received little attention from researchers which is the hotel sector and in a developing country Jordan Compared to past studies this study offers a model that demonstrates how to leverage service recovery efforts in hotels by illustrating structured relationships between employee voice and service recovery performance through the mediation of tacit knowledge sharing and employee innovation Keywords employee voice service recovery performance employee innovation tacit knowledge sharing hotels Jordan hotel sector quantitative research Structural Equation Modeling Turning crisis into chances Tourism entrepreneurs timing strategies amidst emergencies PURPOSE Nowadays enterprises operate in a very turbulent environment characterized by frequent significant and often unpredictable changes Such conditions including crises force enterprises to take quick actions to adapt to changing conditions The aim of the paper is to identify chances and timing strategies used by tourism entrepreneurs in conditions of large scale emergencies such as COVID 19 and show how they can serve organizational

resilience

METHODOLOGY Qualitative research was conducted in the form of 12 individual in depth interviews and 4 focus group interviews with 22 representatives of selected industries in the tourism sector The concept of chance management and timing strategies is used to present how according to our interviewees changes in the environment caused by the pandemic contributed to the survival and development of their entities in the tourism market

FINDINGS The research findings showed that changes caused by the pandemic allowed entities to identify several chances These chances mainly concerned the introduction of changes to the offer accelerating previously planned changes and enabling the introduction of unplanned changes Moreover they provided the chances to use held digital competences and time to think about the company s development strategy as well as establishing and developing relationships with stakeholders Additionally our research identified four timing strategies used by tourism entrepreneurs in the time of crisis i e chance grasping strategy chance entraining strategy chance riding strategy and chance creating strategy

IMPLICATIONS Tourism enterprises are highly exposed to operating in crisis conditions Therefore chance management can be very useful in their activity and our research findings can be also useful regarding its theoretical and practical implications From the theoretical point of view we show how the concept of chance management in particular timing strategies can be useful for analyzing the reactions of tourism entrepreneurs to changes in times of crisis and taking advantage of opportunities arising from crisis situations From a practical point of view we show what strategies depending on entrepreneurs subjective assessment of the current and future conditions for implementing changes can serve organizational resilience in times of crisis

ORIGINALITY AND VALUE This paper fills a research gap related to the use of the concepts of chance management and timing strategies from the perspective of tourist enterprises resilience previously not used in this context and to a limited extent used in the general management literature so far

Keywords chance management tourism timing strategies opportunities large scale emergency COVID 19 pandemic The potential of accessible tourism for sustainable development of local communities in northern Pakistan

PURPOSE Accessible tourism holds significant importance for local communities as it is a cornerstone for fostering inclusivity and equal participation in the tourism industry Recognizing the growing global emphasis on inclusivity especially for individuals with diverse needs this research aims to explore the multifaceted impacts of accessible tourism on the sustainable development of local communities in the northern areas of Pakistan Additionally the study assesses the moderating role of destination image between accessible tourism dimensions and the sustainable development of local communities Given that destinations heavily rely on tourism to fulfill their socio economic needs it becomes imperative to evaluate the potential transformative impact of accessible tourism on their sustainable development

METHODOLOGY A self administered survey was completed using a two stage sampling approach with 321 tourists and 321 local residents from five tourist destinations in northern Pakistan Subsequently the collected data were analyzed using Structural Equation Modeling SEM to test the proposed hypotheses

FINDINGS The results show the significance of all four dimensions of accessible

tourism accessible core resources and attractors accessible supporting factors and resources accessible qualifying and amplifying determinants and destination planning and management in the sustainable development of local communities The moderation assessment further confirms that destination image strengthens the relationship between accessible core resources and attractors contributing to the sustainable development of local communities However destination image was found to have a negative moderating effect between accessible qualifying and amplifying determinants and the sustainable development of local communities IMPLICATIONS Empirical findings offer fresh insights for destination planners and policymakers in the tourism industry These insights pertain to the effective utilization of accessible tourism practices which can significantly contribute to the sustainable development of destinations Additionally tourism businesses can leverage the research to attract a broader segment of tourists increase profitability and enhance tourist satisfaction by implementing accessible practices and services Understanding the moderating role of destination image can further guide them in crafting responsible tourism narratives that resonate with diverse travelers ORIGINALITY AND VALUE The study marks an initial attempt to explain how destinations particularly those heavily reliant on tourism can strategically leverage accessible tourism as a crucial factor in fostering sustainable community development Keywords accessible tourism sustainable development local communities northern Pakistan inclusivity in tourism destination image structural equation modeling tourism policy community development tourist satisfaction

Advanced Businesses in Industry 6.0 Oskounejad, Mohammad Mehdi, Nozari, Hamed, 2024-04-29 In an era dominated by technology our world is experiencing a radical transformation through the relentless expansion of industrial generations The advent of the fourth industrial generation unleashed transformative technologies that revolutionized businesses enabling access to unprecedented data and analytical capabilities As we transition into the fifth industrial generation concepts like sustainability resilience and value take center stage laying the foundation for what is now known as Industry 6.0 In this landscape processes are intelligently managed without human intervention and artificial intelligence burgeons promising a future where calculations and analyses occur at unprecedented speeds through quantum computing Advanced Businesses in Industry 6.0 emerges as a comprehensive guide to decipher the intricacies of Industry 6.0 With a focus on ultra advanced concepts we aim to provide a roadmap for scholars and professionals offering insights into the opportunities and challenges within this ultra smart environment Tailored for students and professionals alike this book delves into essential topics such as super smart businesses supply chain advancements smart factories production procurement information logistics distribution interactions marketing finance agriculture and health systems in Industry 6.0

Business and Consumer Analytics: New Ideas Pablo Moscato, Natalie Jane de Vries, 2019-05-30 This two volume handbook presents a collection of novel methodologies with applications and illustrative examples in the areas of data driven computational social sciences Throughout this handbook the focus is kept specifically on business and consumer oriented applications with interesting sections ranging from clustering and network analysis meta

analytics memetic algorithms machine learning recommender systems methodologies parallel pattern mining and data mining to specific applications in market segmentation travel fashion or entertainment analytics A must read for anyone in data analytics marketing behavior modelling and computational social science interested in the latest applications of new computer science methodologies The chapters are contributed by leading experts in the associated fields The chapters cover technical aspects at different levels some of which are introductory and could be used for teaching Some chapters aim at building a common understanding of the methodologies and recent application areas including the introduction of new theoretical results in the complexity of core problems Business and marketing professionals may use the book to familiarize themselves with some important foundations of data science The work is a good starting point to establish an open dialogue of communication between professionals and researchers from different fields Together the two volumes present a number of different new directions in Business and Customer Analytics with an emphasis in personalization of services the development of new mathematical models and new algorithms heuristics and metaheuristics applied to the challenging problems in the field Sections of the book have introductory material to more specific and advanced themes in some of the chapters allowing the volumes to be used as an advanced textbook Clustering Proximity Graphs Pattern Mining Frequent Itemset Mining Feature Engineering Network and Community Detection Network based Recommending Systems and Visualization are some of the topics in the first volume Techniques on Memetic Algorithms and their applications to Business Analytics and Data Science are surveyed in the second volume applications in Team Orienteering Competitive Facility location and Visualization of Products and Consumers are also discussed The second volume also includes an introduction to Meta Analytics and to the application areas of Fashion and Travel Analytics Overall the two volume set helps to describe some fundamentals acts as a bridge between different disciplines and presents important results in a rapidly moving field combining powerful optimization techniques allied to new mathematical models critical for personalization of services Academics and professionals working in the area of business analytics data science operations research and marketing will find this handbook valuable as a reference Students studying these fields will find this handbook useful and helpful as a secondary textbook

Strategic Tools and Methods for Promoting Hospitality and Tourism Services Nedelea, Alexandru-Mircea, Korstanje, Maximiliano, George, Babu, 2016-01-07 Tourism marketing is a vital tool in promoting the overall health of the global economy by not only bringing necessary revenue to a particular region but also providing an opportunity for tourists to explore another culture building tolerance and overall exposure to different ways of life Strategic Tools and Methods for Promoting Hospitality and Tourism Services provides interdisciplinary perspectives in the areas of global tourism and hospitality Highlighting cultural boundaries of strategic knowledge management through the use of case studies and theoretical research as well as the opportunities and challenges of tourism marketing this publication is an essential reference source for academicians research scholars marketing professionals graduate level students and industry professionals interested in

international travel and the vacation industry *Total Relationship Marketing* Evert Gummesson,2012-05-04 Total Relationship Marketing provides a genuinely unique new view of the meaning of marketing management and a complete introduction to the rapidly evolving field of relationship marketing A major contribution to marketing thought internationally this new edition of Gummesson s seminal title presents a powerful and in depth analysis of modern relationship marketing Highly informative practical in style and packed with examples and cases from real companies it is an essential resource for all serious marketing practitioners as well as both undergraduate and postgraduate students *Commodity Marketing* Margit Enke,Anja Geigenmüller,Alexander Leischnig,2022-04-22 Commoditization is a major challenge for companies in a wide range of industries and commodity marketing has become a priority for many top managers This book tackles the key issues associated with the marketing of commodities and the processes of commoditization and de commoditization It summarizes the state of the art on commodity marketing providing an overview of current debates It also offers managerial insights case studies and guidance to help manage and market commodity goods and services *New Insights on Trust in Business-to-Business Relationships* Houcine Akrouit,Karine Raies,Arch G. Woodside,2019-08-15 New Insights on Trust in Business to Business Relationships provides readers with advanced original insights on trust antecedents processes and consequences within the B2B marketing context and offers practical tools alongside suggestions for future research

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