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for International Marketing

"ASEAN—the new engine of growth for Asia and the World"
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THINK NEW ASEAN!

RETHINKING
MARKETING TOWARDS
ASEAN ECONOMIC COMMUNITY

PHILIP KOTLER
HERMAWAN KARTAJAYA
HOOI DEN HUAN



Think New Asean

Asiatic Society of Bombay



Think New Asean:

Think New Asean! Philip Kotler, S C Johnson Distinguished Professor of International Marketing Philip Kotler, PH D, Hermawan Kartajaya, 2014-06-11 Overview In the eye opening bestseller Think ASEAN marketing gurus Philip Kotler Hermawan Kartajaya and Hooi Den Huan presented tactics for businesses to engage empowered and well informed customers in ASEAN This second edition brings marketers up to date with new strategies for the changing lifestyle needs and wants of ASEAN consumers Focusing on marketing strategies Think New ASEAN is filled with fascinating stories from leading companies including Apple Kinokuniya Samsung P G and Honda What did they do to generate enormous support from loyal customers How do champions sustain their position in the long term amidst an invasion from local and global competitors How do businesses expand to include countries across the region Whether in manufacturing retail or service businesses will gain from the lessons learned in the hits and misses of these companies and the proven prescriptions for capturing the large and lucrative ASEAN markets The practical principles contained in the book provide readers with the necessary knowledge to employ segment specific marketing practices not just within but also between ASEAN countries Think New ASEAN offers provocative insights on the current transformations and developments in the region Among the features of this edition are updates in the areas of digitization globalization the future market of ASEAN with a greater emphasis on youth women and netizens and smart marketing strategies adopted by some companies which seven years ago were unheard of This is an insightful guide that no serious marketer should be without **Think ASEAN!** Philip Kotler, Hermawan Kartajaya, Den Huan Hooi, 2007 New Page 1 Overview Think ASEAN explores how companies should think of ASEAN as one borderless market that requires different marketing strategies to capture It offers fresh perspectives to marketers all over the region on the upcoming trends of regionalization that can cause significant changes in future marketing activities It argues that ASEAN marketers should not only be concerned about their local or global but also their regional marketing activities The book contains three parts Part I describes the landscape of ASEAN and explains clearly why ASEAN marketing is needed Parts II and III discuss companies that have been very successful in implementing ASEAN Marketing Part II looks at short cases of companies to explore their core marketing strategies these companies include Bengawan Solo Singapore Dji Sam Soe Indonesia Goldilocks the Philippines Royal Selangor Malaysia Black Canyon Thailand and Number One Tonic Drink Vietnam Part III contains more comprehensive cases of selected companies including AirAsia and Yamaha Features of This Book Think ASEAN is the first publication of the Philip Kotler Center for ASEAN Marketing Special foreword written by Ong Keng Yong the Secretary General of ASEAN There are several marketing models developed by the authors e g the 4C Diamond sub model and the Sustainable Model The 20 companies featured as case studies are excellent working models of companies that have used the positioning differentiation brand triangle successfully to market their brands **Markplus Inc: Winning The Future - Marketing And Entrepreneurship In Harmony** Philip Kotler, Den

Huan Hooi,2021-02-04 This book seeks to understand how a one man consultancy practice can grow to become what is arguably the largest such enterprise in one of the world s largest countries It follows the incredible story of the start up MarkPlus and its journey to become what it is today Through this journey one will discover the importance of developing innovative and original marketing frameworks and practices along with the purpose and passion of a start up s founder This insightful book covers many well established marketing concepts and practices and sheds light on the path that many entrepreneurs must take in establishing their own businesses

The 3rd ASEAN Reader

Ooi Kee Beng,2015-08-24 Over the past two decades ISEAS has compiled abridged articles that analyse key aspects of Southeast Asia s development and the ASEAN process The ASEAN Reader was published in 1992 just as the Cold War ended while The Second ASEAN Reader came in 2003 in the wake of the 1997 Asian crisis and the September 11 attacks in 2001 The past decade has not been spared its share of intense changes with the rise of China and India bringing new challenges to the region s power equation and the impact of the 2008 global financial crisis Despite this the momentum towards an integrated ASEAN community has been maintained The articles in The Third ASEAN Reader study the trends and events of recent years and discuss the immediate future of Southeast Asia

Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers

Philip Kotler,Hermanwan Kartajaya,Den Huan Hooi,2019-03-15 Today s dynamic and uncertain environment has contributed to the changing nature of markets In order for companies to keep up they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment such as the digital revolution This is critical all over the world but none more so than in Asia Asia is not only the world s biggest market but also the fastest growing It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing provide invaluable lessons that others may find useful Comprehensive case studies are used not only to describe how some of Asia s best companies compete but also to analyze the concepts of new wave marketing their actions are based on This book is unique in its depth and breadth of cases from companies in the ASEAN region to North east Asia including Mongolia and SAARC The authors of this book Professor Philip Kotler arguably the Father of Modern Marketing Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore are all experts in their field and have previously produced other bestsellers This book with its focus on real life examples of competitive Asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book Together these books provide a comprehensive picture of the changing Asian marketing landscape

Asian Review

,1904 Beginning in 1895 includes the Proceedings of the East India Association ASEAN+3 Documents Series 1999-2004

,2005 **Battles Over Free Trade, Volume 4** Mark Duckenfield,2017-07-05 After the collapse of the Doha Development Round of the World Trade Organization talks agricultural subsidies and market liberalization went high on the political

agenda This work features historical documents that address the thorny relationship between trade and politics the appropriate role of international regulation and domestic concerns **An Asian Arcady** Reginald Le May,1927 **Journal of the Royal Central Asian Society** Royal Central Asian Society,1929 *Journal of the Central Asian Society* Central Asian Society, London,1925 **The Asian review** ,1920 **Asian Studies** ,1964 *Asian Thought & Society* ,1998 Journal of the Asiatic Society of Bombay Asiatic Society of Bombay,1917 Vol 1 new ser v 7 include the society s Proceedings for 1841 1929 title varies *Journal of the Bombay Branch of the Royal Asiatic Society* ,1917 **Asiatic Papers** Sir Jivanji Jamshedji Modi,1917 *Asian Drama; an Inquiry Into the Poverty of Nations* Gunnar Myrdal,1972 *Asian Outlook* ,1979 Monthly Review Thanākhān Krung Thēp,1990

This book delves into Think New Asean. Think New Asean is a vital topic that must be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Think New Asean, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:

- Chapter 1: Introduction to Think New Asean
- Chapter 2: Essential Elements of Think New Asean
- Chapter 3: Think New Asean in Everyday Life
- Chapter 4: Think New Asean in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Think New Asean. This chapter will explore what Think New Asean is, why Think New Asean is vital, and how to effectively learn about Think New Asean.
3. In chapter 2, this book will delve into the foundational concepts of Think New Asean. The second chapter will elucidate the essential principles that must be understood to grasp Think New Asean in its entirety.
4. In chapter 3, this book will examine the practical applications of Think New Asean in daily life. The third chapter will showcase real-world examples of how Think New Asean can be effectively utilized in everyday scenarios.
5. In chapter 4, the author will scrutinize the relevance of Think New Asean in specific contexts. The fourth chapter will explore how Think New Asean is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Think New Asean. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Think New Asean.

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Table of Contents Think New Asean

1. Understanding the eBook Think New Asean

- The Rise of Digital Reading Think New Asean
- Advantages of eBooks Over Traditional Books
- 2. Identifying Think New Asean
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Think New Asean
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Think New Asean
 - Personalized Recommendations
 - Think New Asean User Reviews and Ratings
 - Think New Asean and Bestseller Lists
- 5. Accessing Think New Asean Free and Paid eBooks
 - Think New Asean Public Domain eBooks
 - Think New Asean eBook Subscription Services
 - Think New Asean Budget-Friendly Options
- 6. Navigating Think New Asean eBook Formats
 - ePub, PDF, MOBI, and More
 - Think New Asean Compatibility with Devices
 - Think New Asean Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Think New Asean
 - Highlighting and Note-Taking Think New Asean
 - Interactive Elements Think New Asean
- 8. Staying Engaged with Think New Asean
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Think New Asean

9. Balancing eBooks and Physical Books Think New Asean
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Think New Asean
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Think New Asean
 - Setting Reading Goals Think New Asean
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Think New Asean
 - Fact-Checking eBook Content of Think New Asean
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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