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# Nivea Marketing Case Studies With Solutions

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Youtility

Strategic Brand Management

How Cool Brands Stay Hot

Best Practice Cases in Branding

Marketing

Corporate Brand Design

Global Marketing

The Business Models Handbook

Change Management in Transition Economies

Branding to Generation Y

International Perspectives on Hits and Misses

An Introduction

Integrating Corporate Strategy, Structure and Culture

Concepts, Theories and Practice of International, Multinational and Global Advertising

The importance of business intelligence for affiliate marketing in the travel industry

Branding to Generation Y

Building, Measuring, and Managing Brand Equity

Market-Oriented Corporate and Business Unit Planning

Strategic Marketing

A European Casebook

Marketing

Social Media Marketing in BRIC Countries

A comparison between Instagram, YouTube & TikTok

Beiersdorf

Marketing Research

Case Studies on Competitive Strategies

Why Smart Marketing Is about Help Not Hype  
Marketing: A Relationship Perspective (Second Edition)  
A self-experiment on TikTok  
Marketing Management  
The New Strategic Brand Management  
Case Studies on Food Experiences in Marketing, Retail, and Events  
Multinational Enterprises and Emerging Economies  
Marketing Management: Text & Cases  
Developing and Managing Brand Identity  
Handbook of Qualitative Research Methods in Marketing  
The Company behind the Brands NIVEA, tesa, Hansaplast & Co  
Understanding Marketing  
Applied Insight  
European and Southeast Asian Evidence

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## **WINTERS NEAL**

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**Youtility** Pearson Education India

This book investigates the concepts and instruments for managing change in companies striving towards a market orientation in transition economies. The focus is on the identification of factors, which have led to the considerable success of certain corporations, in spite of the very dynamic environment in transition countries since 1989. The

analysis considers problems and solutions for all the relevant stakeholder relationships. Although the case study is largely based on Poland, the book also contains research on the economic, political and social context of doing business in Central and Eastern Europe. Strategic Brand Management Rowman & Littlefield

The economic growth and increasing Internet access within the countries of Brazil, Russia, India, and China (BRIC) is opening new opportunities for companies to reach wider audiences. This study

examines these opportunities and assesses how global companies are capitalizing on these emerging markets - in particular, the degree to which digital marketing and social CRM through social networks are being used. For the purposes of this analysis, three German brands are examined in detail - BMW, Adidas, and NIVEA. The book shows that the regular interaction with Internet users and the monitoring of social networks can result in companies experiencing an uplift in both public perception and engagement. Another aspect addressed is the cultural

variance that needs to be taken into account when planning social media activities. The book concludes that the full potential of social media has yet to be utilized within the BRIC countries, and that there is a unique opportunity to be realized by companies. (Series: Internet Economy / Internetökonomie - Vol. 6)

**How Cool Brands Stay Hot** Prentice Hall

"I don't get the hype either" was Charli D'Amelio's bio on TikTok. She couldn't understand her own success on TikTok, as she saw herself as a normal US American teenage girl. Now Charli is the biggest influencer on TikTok with over 100 million followers. This research focuses on social media marketing on TikTok. The topic is crucial for future marketing approaches, because TikTok offers new and efficient marketing tools and a growing audience. We live in a self-media era. People present themselves on social media platforms like Instagram, Facebook, and YouTube. TikTok has taken the self-media logic to a new level: anyone can go viral on the platform, even without a large follower base. People are becoming self-publishing consumers. I started a self-experiment and created my own TikTok channel. It was a huge success

- I managed to go viral with nearly every video. This self-experiment can serve as a guide for both individuals interested in social branding on TikTok and moreover marketers motivated to run a TikTok channel, in order to successfully market products and services.

Best Practice Cases in Branding Penguin

The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process. Global marketing therefore reflects the trend of firms selling products and services across many countries. Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. This book offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. It provides a complete and concentrated overview of the total international marketing planning process, along with many new, up-to-date exhibits and cases, which illustrate the theory by showing

practical applications. Extensive coverage of hot topics such as globalization, born globals, value creation, value net, celebrity branding, brand piracy, and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking. Brand new case studies focus on globally recognized brands and companies operating in a number of countries, including Build-A-Bear Workshop, Hello Kitty, Ralph Lauren and Sony Music Entertainment. Video cases featuring firms such as Nivea, Reebok, Starbucks, Hasbro and McDonald's accompany every chapter and are available at [www.pearsoned.co.uk/hollensen](http://www.pearsoned.co.uk/hollensen). Real-world examples and exhibits enliven the text and enable the reader to relate to marketing models.

Marketing Vikas Publishing House

Corporate Brand Design offers a unique and comprehensive exploration of the relationship between companies, their brand design, and their stakeholders. The book begins its approach with a literature review, to provide an overview of current thinking on the subject and establish a theoretical framework. The following

sections cover key stages during the corporate brand development process: Brand signature design, its components and impact on brand reputation; website design and how it builds customer perception of the brand; corporate architecture design and the branding of space and place; brand experience design from a sensuality perspective. International case studies from a range of industries feature in each chapter to demonstrate how the theory translates to practice, alongside case questions to cement learning and definitions of the key constructs. By combining academic theory with practical case studies and examples, readers will gain a thorough understanding of the corporate brand design process and how it influences customer identification and loyalty to the brand. The book is a useful resource for advanced undergraduate and postgraduate students of strategic brand management, corporate brand design and visual identity, and marketing communications.

*Corporate Brand Design* Edward Elgar Publishing

The 6th edition of *Principles of Marketing* makes the road to learning and teaching

marketing more effective, easier and more enjoyable than ever. Today's marketing is about creating customer value and building profitable customer relationships. With even more new Australian and international case studies, engaging real-world examples and up-to-date information, *Principles of Marketing* shows students how customer value-creating and capturing it-drives every effective marketing strategy. The 6th edition is a thorough revision, reflecting the latest trends in marketing, including new coverage of social media, mobile and other digital technologies. In addition, it covers the rapidly changing nature of customer relationships with both companies and brands, and the tools marketers use to create deeper consumer involvement.

**Global Marketing** Pearson UK  
 "Emoti-Coms" studies the role of emotions in marketing and communicating and offers leaders the knowledge, understanding, and tools to successfully use emotions in their communication to their stakeholders.

*The Business Models Handbook* Harriman House Limited

Now in its third edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion.

*Change Management in Transition Economies* Pearson Australia

*Case Studies in Crisis Communication: International Perspectives on Hits and Misses* was created to fill the gap for a much-needed textbook in case studies in crisis communication from international perspectives. The events of September 11, 2001, other major world crises, and the ongoing macroeconomic challenges of

financial institutions, justify the need for this book. While existing textbooks on the subject focus on U.S. corporate cases, they may not appeal equally to students and practitioners in other countries, hence the need to analyze cases from the United States and from other world regions. The variety and the international focus of the cases, be they environmental, health or management successes or failures, makes this book more appealing to a wider audience. These cases examine socio-cultural issues associated with responding to a variety of crises.

**Branding to Generation Y** LIT Verlag Münster

People's emotions and resulting behaviors are the foundation for satisfying vital psychological needs. Needs are at the root of our triumphs and setbacks in our personal lives and affect many of the decisions that fuel the economy. But most marketers, researchers, product designers, advertisers and executives do not fully consider needs, and end up using emotion in ways that may be misguided and shortsighted. The central premise of this book is that with a revised understanding of the science and

philosophy behind human needs, businesses will be better equipped to provide long-term satisfaction for their customers, as well as grow their bottom lines. Mark uncovers a framework that will help businesses both identify human needs and incorporate this perspective into strategy, and then focuses each chapter on a specific vital emotional need: Self-expression, Belonging, Recognition, Control, Care and Growth. In short, understanding how human needs manifest in the marketplace require businesses to learn from the perspectives of sociology, ethnography and psychology - neurological, behavioral, clinical and psychodynamic - blended together with traditional consumer insights make a bold case for a needs-based paradigm shift in the business community.

*International Perspectives on Hits and Misses* SAGE

"Working as a marketing researcher remains an intellectually stimulating, creative and rewarding career. Marketing research is a huge and growing industry at the forefront of innovation in many sectors of the economy. However, few industries can have been presented with as many

challenges and opportunities as those faced by marketing research due to the growing amounts of data generated by modern technology. Founded upon the enormously successful US edition, and building upon the previous five European editions, the sixth edition of this book seeks to maintain its position as the leading marketing research text, focused on the key challenges facing marketing research in a European context. As with previous editions, this aims to be comprehensive, authoritative and applied. As a result, the book covers all the topics in previous editions while including updates that reflect the changes and challenges that have impacted the marketing research sector since the fifth edition was published. This includes the ever shifting impact of new technologies, the growth of 'insight' and the shifting role of research ethics, for example, through considering the impact of GDPR. This edition has been significantly updated, with new content, updated cases studies and a major focus on the issues and methods generated by new technologies"--  
*An Introduction* LIT Verlag Münster  
A dynamic business environment, various

digital marketing tools and the power of data are main challenges travel companies have to face. Up-to-dateness and flexibility are crucial for increasing competitiveness and surviving in the jungle of travel firms. But how can these challenges be managed? With a holistic view, business intelligence enhances data-driven decision-making, addresses challenges and brings firms to the next level. By combining data technologies with affiliate marketing, this book develops a data-driven concept for enhanced decision-making in affiliate travel marketing.

**Integrating Corporate Strategy, Structure and Culture** Kogan Page Publishers

'There is much to commend in this collection of papers to those interested in both globalization per se as well as those interested in economic and social development in South-east Asia.' - David N. Ashton, Asia Pacific Business Review  
The impact of globalisation on social development is a critical issue for both developed and developing countries. In Globalisation and Social Development, leading experts investigate this from the

perspective of European, and more specifically, Southeast Asian economies including Thailand, the Philippines and Vietnam.

Concepts, Theories and Practice of International, Multinational and Global Advertising Springer-Verlag

Guided by the overarching question "how and why does the emerging economy context matter for business?", this collection brings together key contributions of Klaus Meyer on multinational enterprises (MNEs) competing in, and originating from, emerging economies. The book also explores how outward investment strategies contribute to building internationally competitive MNEs.

The importance of business intelligence for affiliate marketing in the travel industry Prentice Hall

Understanding Marketing A European Casebook Understanding Marketing has been written by marketing lecturers drawn from leading universities and business schools throughout Europe. This collection of case studies covers a broad range of marketing issues, including: strategic marketing; new products; branding;

marketing communication and promotion; business-to-business marketing; and product pricing and distribution. \* Includes 20 cases written by lecturers from universities in 14 different European countries belonging to the CEMS network \* The cases cover a wide range of products: brewing, soft drinks, mobile telephones, banking, textiles, skin products and office furniture being only a selection of the products included \* The cases are of ideal length for a two-hour seminar or lecture discussion \* Small and not-for-profit organizations are discussed as well as multinational organizations Suitable for undergraduate, MBA and other graduate-level courses in marketing, marketing management, international marketing and European marketing.

Branding to Generation Y Kogan Page Publishers

Business frameworks sit at the heart of every successful business. They add structure and clarity to business problems and can help practitioners overcome the everyday challenges they face. The Business Models Handbook brings together the most helpful and widely used templates and frameworks into a single,

invaluable resource. Each chapter focuses on an individual business framework, giving an overview of 50 of the best known frameworks and how it will help an organization grow and be profitable. Each supported by a real-world case study, these include ANSOFF matrix, Price-Quality-Strategy model, Stage-Gate model, Service Profit Chain and many more. Authored by a leading global market researcher with a background working on over 3,000 different research projects, *The Business Models Handbook* is an invaluable resource for any student or professional. Online resources include lecture slides that align with each chapter. *Building, Measuring, and Managing Brand Equity* Social Media Marketing in BRIC Countries

Everyone knows NIVEA. But only a few people are familiar with the Hamburg-based Company that created the "crème de la crème" and other successful Brands. The Beiersdorf story began in 1882. The firm lost its international business in two world wars and during the Nazi period it was exposed to anti-Semitic attacks. Beiersdorf had to start from scratch twice, and yet today it is a global player. Here for

the first time, Alfred Reckendrees tells the fascinating story based on comprehensive archive material. He describes the economic challenges and political conflicts that the key actors had to overcome, and presents the Company strategies and reorientations, which are closely interwoven with Germany's multifaceted history. Today, you can find Beiersdorf Brands in every household. They include NIVEA, Hansaplast, 8x4, Eucerin, and La Prairie; also tesa, the adhesives specialist, belongs to Beiersdorf. Until the 1990s, the Company produced medicines and dressings as well. It all started in 1882 with a new plaster developed by pharmacist Paul Beiersdorf. Later, Oscar Troplowitz turned the small factory into a Brand Company with international operations. However, the US business, which generated most of the firm's profit, was confiscated during the First World War. After the war, Beiersdorf had to build up its international business again from scratch. In 1933, the executive board and shareholders protected the "Jewish" Company against anti-Semitic attacks by means of "self-Aryanization." Beiersdorf survived the Nazi regime; it could even

take advantage of the economic opportunities it offered. After the Second World War, the Company lost its international business for the second time. It was not until 1997 that Beiersdorf regained control of all the trademarks worldwide.

*Market-Oriented Corporate and Business Unit Planning* Kogan Page Publishers

This book highlights the various strategies adopted by different companies to successfully maintain an edge over their competitors by achieving high profit and growth rate or a wider market share. A few examples of competitive strategies that are commonly

*Strategic Marketing* Tata McGraw-Hill Education

*Principles of Marketing* is a curriculum-driven text. It is designed to cater to the knowledge and examination needs of BCom (Hons) students of Semester-V as per the CBCS pattern of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing.

**A European Casebook** Edward Elgar Publishing

This book takes the unique and innovative

approach of linking relationship marketing to the traditional market planning models that are used by most marketers today. As globalisation progresses, the need for creating and maintaining off-line and on-

line relationships with the company's customers, suppliers, stakeholders and personnel has become increasingly vital in today's business environment. Now in its

fourth edition, this best-selling text bridges the gap between relationship marketing and traditional marketing, integrating this approach with the process of developing effective marketing.