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THINK NEW ASEAN!

RETHINKING
MARKETING TOWARDS
ASEAN ECONOMIC COMMUNITY

PHILIP KOTLER
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HOOI DEN HUAN

Think New Asean

**Ooi Kee Beng, Sanchita Basu Das,
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Lee and Michael Yeo Chai Ming**

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 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 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

Reinventing ASEAN Simon S C Tay, Jesus P Estanislao, Hadi Soesastro, 2001-10-29 Bringing together contributions by some of the leading experts on ASEAN this work focuses primarily on the political security and economic dimensions of ASEAN co operation Other areas for ASEAN co operation such as financial matters and environmental protection are also considered

ASEAN and India-ASEAN Relations M. Mayilvaganan, 2021-11-29 This book analyses the nearly 30 years of India ASEAN relations from a contemporary perspective identifies the reasons for India s vibrant and significant relation with ASEAN and examines the cultural economic political and strategic linkages between India and ASEAN The book projects the future of India ASEAN relations in the face of the changing Indo Pacific geopolitics and explores potential policies which could enhance the connection between India and Southeast Asian countries Arguing that ASEAN is of primary importance to India the book suggests that any successful outing in the Indo Pacific would need a strong partnership with India The book demonstrates how external powers influence ASEAN with many of them supporting the centrality of ASEAN and its regional architecture in the broader Indo Pacific Chapters by experts in their fields present thematically specific analyses of political defence maritime and cultural aspects as well as the position of Northeast India in the India ASEAN relations and assess the success and challenges of India s ties with ASEAN in the context of the Look East and the Act East Policies A reassessment of ASEAN India relations past and present this book will be of interest to academics and policy makers working in the field of International Relations Asian Politics and South Asian Politics in particular India s Foreign Policy and Southeast Asian Politics

3rd ASEAN Reader Ooi Kee Beng, Sanchita Basu Das, Terence Chong, Malcolm Cook, Cassey Lee and Michael Yeo Chai Ming, 2016-04-29 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

ASEAN Champions Seung Ho Park, Gerardo Rivera Ungson, Jamil Paolo S. Francisco, 2017 This book examines successful firms operating within the ASEAN Economic Community their reasons for success and their role in

regional integration Think Tanks and Non-Traditional Security Erin Zimmerman, 2016-02-09 Asian security institutions have struggled to adapt to the so called non traditional security issues that characterise the strategic landscape of the 21st century The resulting gaps in governance have increasingly been filled by think tanks which have arguably begun to change the way that Asian security is governed Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers Philip Kotler, Hermanwan Kartajaya, Den Huan Hooi, 2016-11-24 Asia is the most populated geographical region with 50% of the world's inhabitants living there Coupled that with the impressive economic growth rates in many Asian countries the region provides a very attractive and lucrative market for many businesses big and small and from all industries In addition Asia is also a dynamic market that significantly grows with developments in technology and digitalization For example a research by Google and Temasek shows that Southeast Asia is the world's fastest growing internet region The internet economy in Southeast Asia is expected to grow by 6.5 times from US 31 billion in 2015 to US 197 billion in 2025 All these make it critical for marketers whether domestic regional or global to stay in touch if not ahead in their understanding of what is happening in Asia from a marketing perspective and what Asia has to offer to the world One phenomenon happening in the Asian market and which marketers should pay utmost attention to is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition What makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior Disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors to surpass the conventional boundaries which we may be quite familiar with Asian consumers have become more educated and connected and have embraced newer ways of selecting buying and using products and services In this book the Father of Modern Marketing Professor Philip Kotler has collaborated with two marketing experts from Asia Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore to publish a book on Marketing for Competitiveness Asia to the World In the Age of Digital Consumers This book argues that marketing is no longer just vertical but has encompassed a new more horizontal paradigm In addition to many new concepts and frameworks this book includes a plethora of real world examples from various countries in Asia which will help to shed light on how companies both Asian and global compete in Asia Useful lessons can be drawn by all businesses in the world on how to win the mind heart and spirit of the Asian consumer digital and non digital **The Making of Southeast Asia** Amitav Acharya, 2013-02-22 Developing a framework to study what makes a region Amitav Acharya investigates the origins and evolution of Southeast Asian regionalism and international relations He views the Association of Southeast Asian Nations ASEAN from the bottom up as not only a U S inspired ally in the Cold War struggle against communism but also an organization that reflects indigenous traditions Although Acharya deploys the notion of imagined community to examine the changes especially since the Cold War in the significance of ASEAN dealings for a regional identity he insists that imagination is itself not a neutral but rather a culturally

variable concept The regional imagination in Southeast Asia imagines a community of nations different from NAFTA or NATO the OAU or the European Union In this new edition of a book first published as *The Quest for Identity* in 2000 Acharya updates developments in the region through the first decade of the new century the aftermath of the financial crisis of 1997 security affairs after September 2001 the long term impact of the 2004 tsunami and the substantial changes wrought by the rise of China as a regional and global actor Acharya argues in this important book for the crucial importance of regionalism in a different part of the world Think Tanks and Governance in the Asia-Pacific Region John W. Langford, K. Lorne

Brownsey, 1991 **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 ASEAN's Ways Alice Darlene

Ba, 2000 *Knowledge Actors and Transnational Governance* D. Stone, 2013-08-29 Diane Stone addresses the network alliances or partnerships of international organisations with knowledge organisations and networks Moving beyond more common studies of industrial public private partnerships she addresses how and why international organisations and global policy actors need to incorporate ideas expertise and scientific opinion into their global programmes Rather than assuming that the encouragement for evidence informed policy in global and regional institutions of governance is an indisputable public good she queries the influence of expert actors in the growing number of part private or semi public policy networks

China's Growth as a Regional Economic Power U.S.-China Economic and Security Review Commission, 2003 Contains testimony and prepared statements by various experts as well as remarks by members of the Commission The Great Convergence Kishore Mahbubani, 2013-02-05 The twenty first century has seen a rise in the global middle class that brings

an unprecedented convergence of interests and perceptions cultures and values Kishore Mahbubani is optimistic We are creating a new global civilization Eighty eight percent of the world s population outside the West is rising to Western living standards and sharing Western aspirations Yet Mahbubani one of the most perceptive global commentators also warns that a new global order needs new policies and attitudes Policymakers all over the world must change their preconceptions and accept that we live in one world National interests must be balanced with global interests Power must be shared The U S and Europe must cede some power China and India Africa and the Islamic world must be integrated Mahbubani urges that only through these actions can we create a world that converges benignly This timely book explains how to move forward and confront many pressing global challenges On East Asian Regional Cooperation I Zhang Yunling,2019-06-18 The book intends to locate the process and effectiveness of cooperation in East Asia to regard the construction of the East Asian community as the ideal to see the contradictions and difficulties in construction as the reality and to identify the actual development and achievement as the choice and effort between the two The year of 1997 saw the Asian financial crisis which turned out to be a disaster but also opened up an opportunity for East Asia to establish cooperation mechanisms Starting with the crisis this book examines the origin and development of the East Asian cooperation movement More importantly it investigates the obstacles and resistance and provides insights into the cooperation within East Asia in the context of unstable political environments Specifically it expounds the East Asian Free Trade Area monetary cooperation as well as the cooperation within Northeast Asian and Asia Pacific regions **Vietnam Joins the World** James W. Morley,Masashi Nishihara,1997-01-07 Ten American and Japanese specialists offer a comprehensive analysis of one of the most dramatic developments in Asia today the reemergence of Vietnam not as the belligerent champion of a militant ideology and socialist causes but as an open friendly country seeking a respected place in the world community Basing their observations on five years of study visits to Vietnam and numerous interviews with knowledgeable officials scholars and businessmen there and in the United States and Japan the authors evaluate the political economic social and foreign policy changes that have been taking place in Vietnam over the past decade trace the responses of the United States and Japan and offer a policy prescription for responding to the challenges of the future *ASEAN's Half Century* Donald E. Weatherbee,2019-04-29 This authoritative book provides a comprehensive political history of the Association of Southeast Asian Nations ASEAN the ten members of which are Brunei Cambodia Indonesia Laos Malaysia Myanmar the Philippines Singapore Thailand and Vietnam Leading scholar Donald E Weatherbee follows ASEAN from its inception in 1967 when it was founded with the goal of promoting peace stability security and economic growth in the region Throughout a basic assumption of its leaders has been that the achievement of the first three conditions is necessary for the fourth Weatherbee traces ASEAN s three reinventions in 1976 it made security a primary Cold War interest in 1992 it refocused on economic integration in 2007 it adopted the ASEAN Charter which was the legal basis for the establishment of the ASEAN Community in 2015 He shows how at each

stage of its development ASEAN has dealt at three levels of action the regional international order intra ASEAN relations and the spillover of the domestic politics of member states into regional relations particularly on questions of democracy and human rights ASEAN's greatest contemporary political challenge is in adapting to the regional impact of the US China rivalry particularly over South China Sea issues For ASEAN to maintain its claim to centrality as a driving force in the regional security architecture the author argues a fourth reinvention may be required Dispelling the myths surrounding the organization's achievements fifty years after its founding this book will be invaluable for all readers interested in ASEAN's role in the broader Asia Pacific region The Department of State Bulletin ,1989

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