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Strategy And Marketing A Case Study Approach

Hans Emil Klein



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Product Management Case Study Approach - New App Ideation & Launch Devesh Verma,2020-07-26 A practical step by step guide to conceptualizing and building a successful Application in this hyper competitive digital world The book is structured as per the Product Management Lifecycle and covers the below using a Case Study based approach 1 Detailed explanation of the Product Management Lifecycle stages 2 Tools and Methodologies Product Managers and Technology Entrepreneurs use at each stage 3 Expected Outcomes and Deliverables from each stage 4 Practical Case based illustrations to facilitate your understanding of the concepts If you are a budding entrepreneur a start up or an organization looking forward to launching a new app you should follow the approach as described in the book for an all encompassing and comprehensive app launch If you are planning to make a career in Digital Product Management then the book will help you in learning what would otherwise take years of experience Existing Product Management Professionals launching new Apps or new features in existing Apps can benefit from the process tools and methodologies described in the book Technology Consultants looking to make an enticing proposal for their clients or looking for a great execution plan can simply create templates out of the book

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Process Modeling and Digital Marketing Case Studies and Emerging Technologies explores how cutting edge technologies transform business processes and digital marketing strategies across industries The book highlights practical applications of AI VR and data analytics through case studies in sectors like feminine hygiene fintech travel and retail It emphasizes the importance of customer centric approaches and data driven decision making providing actionable frameworks for personalization audience targeting and operational efficiency Ideal for professionals entrepreneurs and researchers this resource bridges theory and practice offering insights into how emerging digital tools can drive growth and optimize workflows in a rapidly evolving marketplace Key Features Real world examples from diverse industries illustrate how digital marketing and process innovations are applied effectively Practical insights on leveraging AI VR AR and the metaverse for marketing customer engagement and efficiency Scenario based frameworks offering solutions for targeting segmentation and strategic decision making Sector focused tourism retail and finance insights addressing unique challenges and technological applications

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