

Is the relevance of transnational solution ubiquitous? - base study evidence from the Philippines consumer packaged goods industry.

Oxford Brookes University - Socially transformative transnational feminism : Filipino women activists at home and abroad

508-Compliant Version				
Study	Design	Measure of exposure	Categories of covariates used in adjustment	
Cross-sectional				
Dalton et al. 2002a	Cross-sectional	"How often do your school-based parents let influences,	Other media/advertis	

Description: -

-Is the relevance of transnational solution ubiquitous? - base study evidence from the Philippines consumer packaged goods industry.

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Notes: Thesis (M.B.A.) - Oxford Brookes University, Oxford, 2004.

This edition was published in 2004



Filesize: 42.36 MB

Tags: #Transnationalization

Solution Essays

Thus, the challenge facing Dove now is that markets in the developing countries are not growing fast enough to compensate for stagnating performance in the developed world. For the Ghanaian cocoa—chocolate sector, we show that financialisation acts as limiting factor to upgrading, with contradicting tendencies. Following the tripolar division by Fold and Larsen , agri-food chains are governed by three lead segments: retailers that are selling branded food products, branders with ownership over a variety of brand names and first-tier suppliers that source inputs and provide both branders and retailers with intermediate and ready-to-sell products.

Christopher Bartlett on transnationals: An interview

In terms of competing theories, these results support the environmental determinism view more than the strategic choice view and the resource-based view of the firm more than the industry structure view.

Lead Users: A Source of Novel Product Concepts

For this to be a feminist critique, relevant to women like those in this study, broader results-based analysis of feminist praxis in a world of capitalist globalization is urgently required.

Marketing Industry Report: Dove by Unilever

To boost acceptance, healthcare leaders will need to dynamically engage consumers through information campaigns using trusted, influential sources. A training program for Kilifi shopkeepers more than doubled the proportion of antimalarials sold in adequate dosage Marsh et al.

Research on Innovation: A Review and Agenda for Marketing Science

For more information, see the press release issued August 22, 2018.

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