

Navigating ASEAN

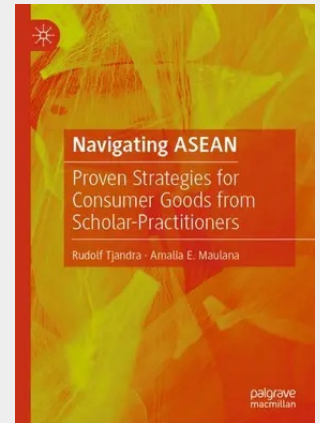
Proven Strategies for Consumer Goods from Scholar-Practitioners

This book offers a unique fusion of cultural intelligence and practical strategy for navigating Indonesia's fast-evolving consumer goods sector. Rooted in the scholar-practitioner ethos, it draws on field-tested frameworks and decades of hands-on experience to decode the complexities of doing business in one of Southeast Asia's most dynamic markets.

Central to this exploration is the use of ethnographic marketing research — a powerful tool that reveals nuanced consumer behaviours across Indonesia's richly diverse cultural landscape. By examining real-world case studies and emergent market trends, the authors provide a roadmap for aligning leadership, strategy, and local insights.

Readers will gain valuable knowledge on how to apply concepts such as emergent planning and complex adaptive systems within a culturally embedded business context. These innovative perspectives bridge theory and practice, equipping executives, entrepreneurs, and marketers with actionable strategies to thrive amid volatility, cultural diversity, and rapid economic transformation.

Chapter 1: Emic and Etic Marketing Approaches – Applying Anthropological Concept to Marketing.- Chapter 2: Do You Have What It Takes to Succeed in Emerging Indonesia?.- Chapter 3: Move On From China, Go ASEAN.- Chapter 4: Indonesian Market: Consumer Insight and Proven Strategy - A closer look into ASEAN's largest economy.- Chapter 5: Creating Value in Our Super Competitive ASEAN.- Chapter 6: Consumers Buy Values NOT Products.- Chapter 7: Brand, Brain, Behaviour.- Chapter 8: The Power of Storytelling in FMCG Branding.- Chapter 9: Best Practices Are Not Always the Best.- Chapter 10: Performing for a Better Tomorrow.- Chapter 11: Strategic Planning in the Real World.



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