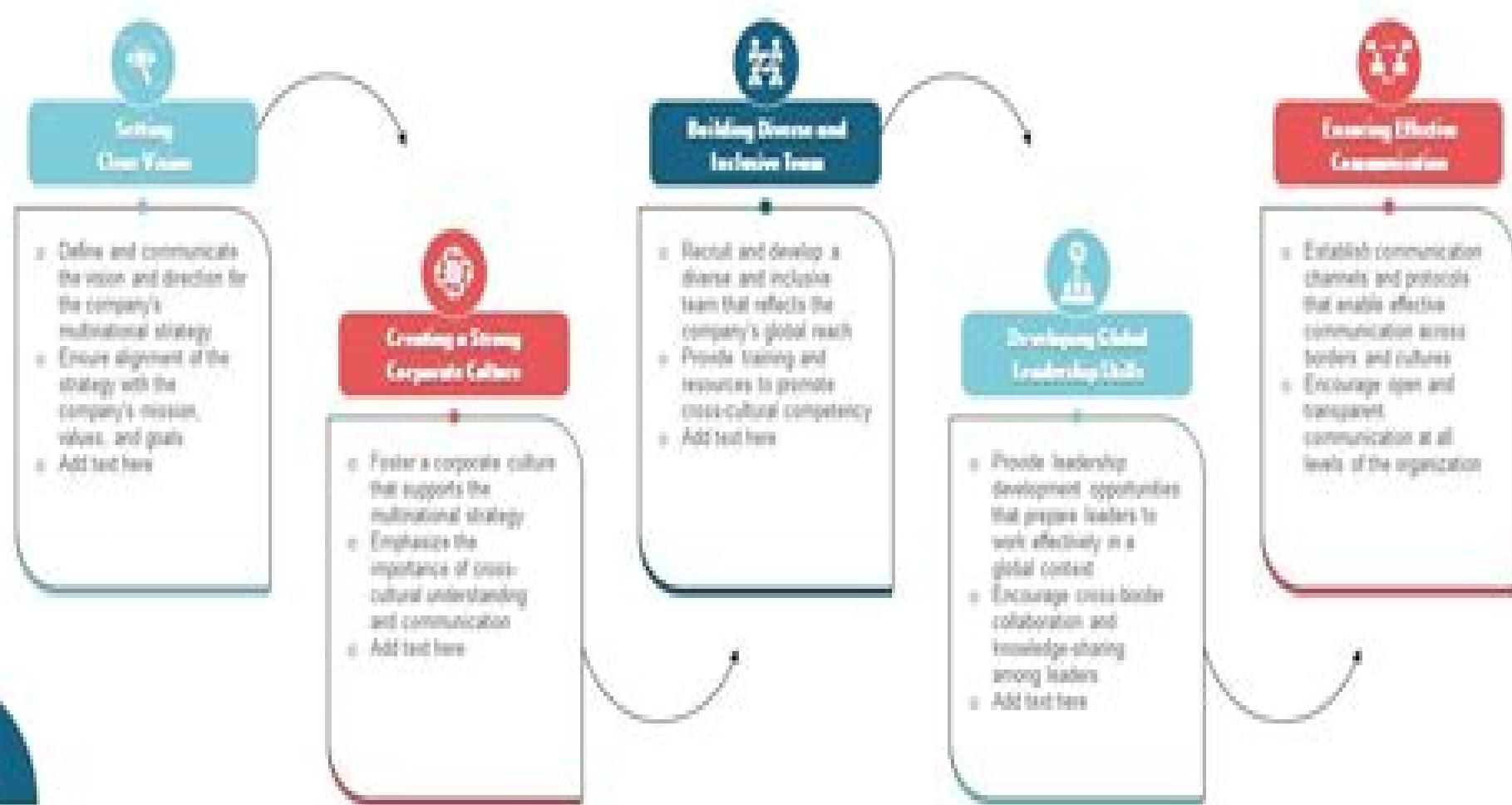


# Role of top management in multinational strategy

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# Multinational Management With Infotrac

**Ensheng Dong**

## **Multinational Management With Infotrac:**

*International Marketing* Andrew McAuley, 2001-06-08 Die Mehrzahl der Lehrbücher zum Thema Internationales Marketing stammt aus den USA und konzentriert sich in der Regel auf multinationale Konzerne MNEs multinational enterprises. Im Gegensatz dazu wurde International Marketing speziell auf die Bedürfnisse von Studenten zugeschnitten, die einen einsemestrigen Kurs in internationalem Marketing belegen. Dieses Lehrbuch vergleicht die Erfahrung und Praktiken von kleinen und mittelständischen Unternehmen SMEs (small and medium sized enterprises) mit denen von multinationalem Konzernen MNEs. Darüber hinaus enthält es eine breite Palette von Beispielmaterien und Fallstudien. Anhand von kritischen Zwischenfällen werden verschiedene Aspekte der internationalen Marketingpraxis anschaulich erläutert. Die begleitende Website enthält eine Lektüreliste sowie Adressen für weiterführende Informationen.

[Loyalty Management in the Airline Industry](#) Ben Beiske, 2002-05-29 Inhaltsangabe Abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty Management consists of three different interlinked aspects. These three pillars are Customer Service, Frequent Flyer Programs and Complaint Management. Their interdependence will be analysed in depth with special attention given to the perceived importance of Frequent Flyer Programs. Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after effect on customer loyalty.

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nonequilibrium and rarefied gas flows turbulence and turbulence control shock boundary layer interactions

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intermediate era of steady fundamental discoveries in the eighteenth and nineteenth centuries ancient civilizations had enough knowledge to solve certain flow problems

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