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# Air Asia Marketing Mix

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Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers

Marketing Strategy

EBOOK: Principles and Practice of Marketing, 9e

Rethinking Marketing

Sports Marketing

Marketing

Air Asia: Penetrating into the South African Airline Industry

Encyclopedia of Organizational Knowledge, Administration, and Technology

Introduction to Management

Advanced Methodologies and Technologies in Digital Marketing and

Entrepreneurship

Critical Evaluation of AirAsia's Website

Hospitality and Travel Marketing

MARKETING 3E P

Fundamentals of Marketing 2e

Air Transportation

Strategic Management

The AirAsia Story  
Consumption In Malaysia Meeting of New Changes (Penerbit USM)  
Strategic Management  
Services Marketing in Asia  
Services Marketing  
Marketing Strategy and Competitive Positioning, 7th Edition  
Enterprise and its Business Environment  
Deregulation and Competition  
The Indonesian Quarterly  
Telecommunications in Asia  
Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers  
The Airline Industry  
Refrigeration and Air Conditioning  
Marketing in Travel and Tourism  
Airline Finance  
Strategic International Marketing  
Building Brands in Asia  
Airline Finance  
Proceedings of the Regional Conference on Science, Technology and Social Sciences  
(RCSTSS 2016)

Tourism Marketing  
Handbook of Technology Application in Tourism in Asia  
The Digital Frontier  
Information and Communication Technologies in Tourism 2013  
Marketing Management

*Air Asia* [socialmediaweektoronto.com](http://socialmediaweektoronto.com)  
*Marketing Mix* *by guest*

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**GIANCARLO DARRYL**

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Asian Competitors:  
Marketing For  
Competitiveness In The  
Age Of Digital Consumers  
IGI Global  
Scientific Essay from the  
year 2015 in the subject  
Business economics -  
Business Management,  
Corporate Governance,

grade: 2,0 (B), University  
of Bedfordshire, course:  
DIGITAL BUSINESS  
MANAGEMENT, language:  
English, abstract: This  
report is a critical  
evaluation of AirAsia's  
website. It consists of four  
sections. The first section  
deals with the analysis of  
AirAsia's website  
(airasia.com) with respect  
to the implications of  
certain information

systems. The second  
section will contain  
information regarding the  
company's online value  
proposition and revenue  
model. The Company's  
electronic Customer  
Relationship Management  
(e-CRM) will be analysed  
in the third section. In the  
fourth section, some  
actions will be  
recommended to the  
company for

strengthening the digital business strategy adopted by the company.

#### Marketing Strategy

Emerald Group Publishing

It is an undisputed reality that the tourism industry in Asia is getting exposed to more innovative technologies than ever before. This proposed book provides the latest research in the application of innovative technology to the tourism industry, covering the perspectives, innovativeness, theories, issues, complexities, opportunities and

challenges. This book, a blend of comprehensive and extensive effort by the contributors and editors, is designed to cover the application and practice of technology in tourism, including the relevant niches. This book focuses on the importance of technology in tourism. This also highlights, in a comprehensive manner, specific technologies that are impacting the tourism industry in Asia, as well as the constraints the industry is facing. The contents of this book deal with distinct topics, such

as mobile computing, new product designs, innovative technology usages in tourism promotion, technology-driven sustainable tourism development, location-based apps, mobility, accessibility and so on. A good number of research studies have conducted outlining the contributions and importance of technologies in tourism, in general. However, the tourism industry of Asia so far has attracted very few researchers. Some contributions have been made but not sufficient.

Considering the ongoing trend of technology application in the tourism industry in Asia, very few research attempts have been made aiming to explore diverse aspects. Tourism is expanding enormously across the world. which actually creates more demands for effective technologies. This book will be a reading companion, especially for tourism students in higher academic institutions. This book will also be read by the relevant policy planners and industry

professionals. Apart from them, this book will be appreciated by expatriate researchers and researchers having keen interest in the Asian tourism industry. EBOOK: Principles and Practice of Marketing, 9e South Western Educational Publishing This thought-provoking book chronicles the evolution of the airline industry and explains what lies ahead for airlines across the globe. Taking the US airline industry as an in-depth case study, the authors

present compelling evidence on how the paradigm shift that is taking place in the airline industry is linked to the big-bang approach to deregulation. There are lessons to be learned from the US, as Europe and Asia undergo airline deregulation from a public policy as well as a corporate perspective. This book also addresses the crucial question of what will happen to the airlines that are in turmoil. In addition to the comprehensive analysis of the airline industry's

evolution, the authors draw from extant theory as well as from their own research to predict and explain which airlines are likely to fly high and which are likely to face `turbulence` in the domestic and international markets. The downfall of legacy carriers and rise of discount carriers is analyzed in detail. Intended for a broader audience than airline and management professionals this book would be of interest to managers and business executives of other

industries, entrepreneurs, policy-makers, academics, business students and airline travellers in general.

### **Rethinking Marketing**

Edward Elgar Publishing  
New edition of a text that provides a practical approach to analyzing, planning and implementing marketing strategies, with a focus upon the creative process involved in applying the knowledge and concepts to the development and implementing of ideas. The core of the planning framework is the organi

### **Sports Marketing**

Springer Science & Business Media

This book offers a fresh perspective on understanding how successful business strategies are crafted. It provides insights into the challenges and opportunities present in changing Asian business environments. Concepts are presented through models and frameworks. These are illustrated through case studies showcasing a broad spectrum of Asian businesses, ranging from

manufacturing to logistics planning to retailing and services. Readers will be able to understand the problems faced by Asian companies, and to apply useful conceptual tools to formulate effective strategies in solving them. Marketing World Scientific Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services

marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with customers have been

extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas new material on the role of e-marketing, motivations and consumer behaviour five in-depth international case studies, including Tourism New

Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning a companion website: [www.elsevierdirect.com/9780750686938](http://www.elsevierdirect.com/9780750686938), packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learning. *Marketing in Travel and Tourism* provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensable text for all students and lecturers.

*Air Asia: Penetrating into the South African Airline Industry* Routledge "Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive

world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

**Encyclopedia of Organizational Knowledge, Administration, and**



**Technology** FT Press  
Understanding the consumers' trend in Malaysia is vital to meet the changing demands of the Malaysian market. Consumption in Malaysia: Meeting of New Changes serves an invaluable resource to academics, researchers, tertiary students, business practitioners and local and foreigner investors on understanding the changes happened and happening in consumerism of Malaysia. The authors provide a comprehensive and much-

needed overview of the current consumption and marketing patterns on various business sectors at multicontext level to offer useful insights on how the consumers and the market in Malaysia are changing in both product and service sectors. This knowledge is important to guide the readers to understand, segment and recommend solutions to various changing and emerging markets. In general this is an important book for business people, policy makers and researchers

seeking to understand the pattern and trend of changing markets in Malaysia. Keywords: Universiti Sains Malaysia, Penerbit Universiti Sains Malaysia, Penerbit USM  
*Introduction to Management World Scientific*  
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, *Marketing for Competitiveness*. Together, these books provide a comprehensive

picture of the changing Asian marketing landscape.

**Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship**

Oxford University Press  
EBOOK: Principles and Practice of Marketing, 9e  
Critical Evaluation of AirAsia's Website SAGE Publications India  
This brand new textbook equips the next generation of managers with the skills to succeed in a global business environment. Skillsets

help students improve both their academic work and their employability, a truly international range of case studies broadens their horizons, and practitioner insights show them how skills are used in the real world.

Hospitality and Travel Marketing Oxford University Press

Revised and updated in its third edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the

distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately. Thoroughly amended and updated throughout, the third edition reflects the many developments that have affected the industry since 2001. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions.

**MARKETING 3E P** Springer  
Strategic International  
Marketing collates the  
most recent ideas, trends  
and original research in  
the theory and practice of  
global marketing strategy  
and tactics.

Straightforward language  
and illustrative case  
studies feature  
throughout this text from  
the leading thinkers in the  
international marketing  
field.

**Fundamentals of  
Marketing 2e** John Wiley  
& Sons  
Tourism Marketing: In the  
Age of the Consumer

offers a fresh and  
contemporary approach  
as an introductory  
textbook on tourism  
marketing. Six major  
themes along with the  
traditional core marketing  
principles are blended  
together: Age of the  
consumer: This book  
places the customer at  
the heart of tourism  
marketing and not the  
sector's promotional  
apparatus. Experiences: It  
highlights the growing  
consumer interest in the  
enjoyment of experiences  
and experiential  
marketing. New media:

Social media and e-  
marketing are given  
emphasis throughout.  
Coverage of new media is  
present in all chapters.  
Global marketplace: Every  
chapter adopts a global  
outlook and offers  
international  
perspectives.  
Environment and social  
responsibility: An  
emphasis is placed on the  
sustainability of tourism,  
including the concepts of  
ethical tourism and social  
responsibility. Events:  
This book treats events as  
a major tourism  
marketing topic and

integrates events within the concept of experiential marketing. Written in an engaging and accessible style, *Tourism Marketing: In the Age of the Consumer* is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism, the sharing economy, staycations, event bidding, coping with COVID-19, air travel emissions and many more. Four features add interest and bring greater pedagogical value – Quick

Bytes, Case Studies, Industry Voices and Vignettes. This will be essential reading for all tourism marketing students.

*Air Transportation* Taylor & Francis

Thoroughly amended and updated throughout, the fourth edition reflects the many developments that have affected the industry, with a particular emphasis on the full impact of the global banking and sovereign debt crises. This edition also features new material discussing the

increased airline mergers and acquisitions (M&A) activity of recent years, and considers the likelihood of further consolidation in the future.

### **Strategic Management**

Penerbit USM

Fully revised and updated for its fifth edition, *Hospitality and Travel Marketing* provides students with an international and systematic approach to hospitality and travel marketing structured around planning, research, implementation,

control, and evaluation. Written in a user-friendly style and structured in a logical and organized manner to aid learning, students benefit from the ease of communication, practical nature, and excellent use of relevant and up-to-date cases. The author's global experience in the industry is emphasized through content on hospitality and travel marketing and other parts of tourism, along with a plethora of timely and relevant 'real-life' case examples from around the world. This

new fifth edition is positioned as a post-COVID-19 text, reflecting the new realities of marketing after the pandemic, and has been updated to reflect these current trends in the field, including e-marketing, mobile marketing, societal marketing, and destination branding. It specifically has been updated by: • Including three new technology chapters on e-marketing, marketing on social media platforms, electronic customer relationship management (eCRM), and

customer co-creation in marketing • A new chapter on social responsibility, societal and social marketing • New content on the new realities of the post-COVID era and the increasing competitiveness in hospitality and travel, greater emphasis on branding, disruptive technologies, consumer control, marketing and generations, uses of user-generated content, and globalization • New global case studies throughout with reflective questions to use in class or for self-

study • New marketing and e-marketing mini cases throughout the book • New and updated additional resources to aid understanding and teaching, including PowerPoint slides This international, accessible, and comprehensive whole-industry textbook, written by a world-renowned author and industry expert, is an invaluable study companion for students of hospitality and travel marketing.

*The AirAsia Story*

Bloomsbury Publishing

Discover how to move forward with your own company's digital transformation with this accessible new resource from a global leader in his field In *The Digital Frontier*, experienced executive and distinguished author Ajay Sohoni delivers a relatable and readable reference for corporate executives who need the knowledge and confidence to build lasting digital change within their enterprise. From marketing to commercial, supply chain, and finance, the book

offers actionable insights in an accessible format, full of anecdotes, humor, and case examples. You'll learn which areas to focus on and which not to worry about as you craft your own custom transformation journey. In the book, you'll also find: A demystification of the startup world for executives and an explanation of why unicorns exist (and so often ultimately fail) A detailed description of the digital transformation gripping companies across a variety of

industries in functional areas including advertising, engagement, commerce, product development, manufacturing, and corporate functions A simplified 4-stage framework for companies to start from scratch and build valuable use cases Perfect for executives in consumer-facing companies, corporate managers and leaders, business unit heads and management teams, The Digital Frontier is also an indispensable guide for digital non-natives trying

to make sense of, and keep up with, the rapidly changing world around them.

**Consumption In Malaysia Meeting of New Changes (Penerbit USM)** Prentice Hall

A clear and insightful introduction to the world of business enterprise and the inner workings of the firm. It explores the role of entrepreneurs, consumers and businesses to understand how their roles affect the production and allocation of good and services. Strategic Management

Pearson UK 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.

*Services Marketing in Asia*  
Oxford University Press,  
USA

As businesses aim to compete internationally, they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition. Trends in entrepreneurship that

drive consumer engagement and business initiatives, such as social media marketing, yields customer retention and positive feedback.

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation, entrepreneurship, and marketing strategies. While highlighting challenges such as successful social media interactions and consumer engagement,

this book explores valuable information within various business environments and industries such as e-commerce, small and medium enterprises, hospitality and tourism

management, and customer relationship management. This book is an ideal source for students, marketers, social media marketers, business managers, public relations professionals, promotional coordinators,

economists, hospitality industry professionals, entrepreneurs, and researchers looking for relevant information on new methods in digital marketing and entrepreneurship.