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Chobani made a name for itself years ago when it helped to launch the Greek yogurt trend in the U.S. The company is also creative when it comes to adding new products such as non-dairy and probiotic products, and products for kids.

This volume brings together contemporary position statements and research reviews which were originally presented as Plenary Addresses to the Biennial International Conference on Task-Based Language Teaching, between 2005 and 2013. It thus assembles up-to-date reflections, critiques, and recommendations from influential researchers working within the TBLT paradigm over the last 30 years, thereby also highlighting most of the major theoretical perspectives so far developed. While the plenarists structured their chapters around their original presentations, they have been invited to update their thinking as they feel appropriate and in response to recent developments in the field. The collection thus offers representative and accessible coverage of a range of approaches to the overall philosophy of TBLT, to the relationship between TBLT and the study of second language acquisition, and to the development and implementation of TBLT as a comprehensive approach to language education, curriculum, and pedagogy.

With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.

'This is a welcome addition to the body of work on IJV performance. The emphasis on marketing and on S.E. Asia is particularly timely.' - Paul Beamish, University of Western Ontario, Canada
Craig Julian argues that the International Joint Venture (IJV) phenomena represents two opposing trends. On the one hand, an analysis of the number of new IJVs reveals that they are becoming increasingly popular as a mode of overseas market entry and expansion. On the other hand, however, the significance of a robust growth trend is overshadowed by the incidence of high failure. The book examines the factors influencing the marketing performance of IJVs in South East Asia, including market characteristics, conflict, commitment, product characteristics, marketing orientation, control, trust, partner's contributions and partner's needs.

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

Asian Inward and Outward FDI brings together both works from researchers in international business and economic geography. The book is aimed for both scholars with interest in macro and micro economic impact of new flows of FDI.

This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands

This biannual conference in Pahang, Malaysia, is a clearing house for many of the latest research findings in a highly multidisciplinary field. The contributions span a host of academic disciplines which are themselves rapidly evolving, making this collection of 90 selected papers an invaluable snapshot of an arena of pure and applied science that produces many versatile innovations. The book covers a multitude of topics ranging from the sciences (pure and applied) to technology (computing and engineering), and on to social science disciplines such as business, education, and linguistics. The papers have been carefully chosen to represent the leading edge of the current research effort, and come from individuals and teams working right around the globe. They are a trusted point of reference for academicians and students intending to pursue higher-order research projects in relevant fields, and form a major contribution to the international exchange of ideas and strategies in the various technological and social science disciplines. It is the sheer scope of this volume that ensures its relevance in a scientific climate with a marked trend towards disciplinary synthesis.

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