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PGH79U - BARTLETT BRYAN

Keeping in mind the necessity as well as the urgency of reform, this volume brings together practitioners as well as researchers on defence issues, on the key issue of defence reforms. The aim is not just to interrogate the status of reforms in current times but to also place the issue before a wider readership.

Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60 researchers – among them worldwide leading scholars – offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems.

The April 2012 issue of the World Economic Outlook assesses the prospects for the global economy, which has gradually strengthened after a major setback during 2011. The threat of a sharp global slowdown eased with improved activity in the United States and better policies in the euro area. Weak recovery will likely resume in the major advanced economies, and activity will remain relatively solid in most emerging and developing economies. However, recent improvements are very fragile. Policymakers must calibrate policies to support growth in the near term and must implement fundamental changes to achieve healthy growth in the medium term. Chapter 3 examines how policies directed at real estate markets can accelerate the improvement of household balance sheets and thus support otherwise anemic consumption. Chapter 4 examines how swings in commodity prices affect commodity-exporting economies, many of which have experienced a decade of good growth. With commodity prices unlikely to continue growing at the recent elevated pace, however, these economies may have to adapt their fiscal and other policies to lower potential output growth in the future.

Written in simple and conversational language. Main points are given in Bold Letters or in Boxes. Themes are easily understandable, even to a lay-man. A good number of case studies are included and each chapter has been discussed in detail & discussed throughly.

Strategic Marketing Planning concentrates on the critical planning aspects that are of vital importance to practitioners and students alike. It has a clear structure that offers a digest of the five principal dimensions of the strategic marketing planning process. Leading authors in this sector, Gilligan and Wilson offer current thinking in marketing and consider the changes it has undergone over the past few years. Updated information in this new edition includes: * Changing corporate perspectives on the role of strategic marketing activity * Changing social structures and the rise of social tribes * The significance of the new consumer and how the new consumer needs to be managed * New thinking on market segmentation * Changing routes to market * Developments in e-marketing * Changing environmental structures and pressures

Modern medicine and healthcare are highly dependent on engineering, employing instrumentation and computer systems to aid investigation, diagnosis, treatment and patient management. The significant developments in the field of computational intelligence, combined with the emergence of high-performance computing is impacting society in many ways, and the health sector is no exception. The interface of high-performance computing, computational intelligence and medical science, has seen the emergence of intelligent medical systems. These systems can provide a deeper insight into many healthcare and medical problems. They can also aid in controlling, analyzing and the management of medical applications and can provide significant improvement in the quality of life and efficacy of clinical treatment. However, the successful application of high-performance com-

puting in medicine requires in-depth knowledge and understanding of medical systems. This book focuses on the advances and applications of high-performance computing for medical systems and provides an insight into the latest developments in the field. It will help readers to understand the high-performance computing research domain as related to intelligent medical systems, its effect on our lives and its present limitations. Part of IOP Series in Next Generation Computing.

Temporomandibular disorders (TMDs), are a set of more than 30 health disorders associated with both the temporomandibular joints and the muscles and tissues of the jaw. TMDs have a range of causes and often co-occur with a number of overlapping medical conditions, including headaches, fibromyalgia, back pain and irritable bowel syndrome. TMDs can be transient or long-lasting and may be associated with problems that range from an occasional click of the jaw to severe chronic pain involving the entire orofacial region. Everyday activities, including eating and talking, are often difficult for people with TMDs, and many of them suffer with severe chronic pain due to this condition. Common social activities that most people take for granted, such as smiling, laughing, and kissing, can become unbearable. This dysfunction and pain, and its associated suffering, take a terrible toll on affected individuals, their families, and their friends. Individuals with TMDs often feel stigmatized and invalidated in their experiences by their family, friends, and, often, the health care community. Misjudgments and a failure to understand the nature and depths of TMDs can have severe consequences - more pain and more suffering - for individuals, their families and our society. Temporomandibular Disorders: Priorities for Research and Care calls on a number of stakeholders - across medicine, dentistry, and other fields - to improve the health and well-being of individuals with a TMD. This report addresses the current state of knowledge regarding TMD research, education and training, safety and efficacy of clinical treatments of TMDs, and burden and costs associated with TMDs. The recommendations of Temporomandibular Disorders focus on the actions that many organizations and agencies should take to improve TMD research and care and improve the overall health and well-being of individuals with a TMD.

For nearly four years, Arvind Subramanian stood at the centre of economic policymaking in India. Through the communication of big ideas and the publication of accessible Economic Surveys, he gained a reputation as an innovator. Through honest pronouncements that avoided spin, he became a figure of public trust. What does it entail to serve at the helm of the world's fastest-growing economy, where decision-making affects a population of more than a billion people? In *Of Counsel: The Challenges of the Modi-Jaitley Economy*, Arvind Subramanian provides an inside account of his rollercoaster journey as the chief economic advisor to the Government of India from 2014-18, succeeding Raghuram Rajan as captain of the ship. With an illustrious cast of characters, Subramanian's part-memoir, part-analytical writings candidly reveal the numerous triumphs and challenges of policymaking at the zenith, while appraising India's economic potential, health and future through comprehensive research and original hypotheses. Charged with the task to restructure an insecure and fragile economy, Subramanian's trusteeship has seen the country through one of the most hotly contested and turbulent periods of economic governance and policymaking in recent decades—from the controversial recall of 85 per cent of circulated currency during demonetization to a complete overhaul in taxation with the introduction of the GST. Subramanian also addresses the overleveraging of public-sector banks, the fraught links between the state and private sector ('stigmatized capitalism'), the changing relationship between the state and the individual, and the ever-pervasive, life-threatening issues surrounding climate change. Recognized as one of the Top 100 Global Thinkers according to *Foreign Policy* magazine, Arvind Subramanian's *Of Counsel: The Challenges of the Modi-Jaitley Economy* is a deep-dive into the man, the moments, the measures and the means.

The increasing prevalence of preterm birth in the United States is a complex public health problem that requires multifaceted solutions. Preterm birth is a cluster of problems with a set of overlapping factors of influence. Its causes may include individual-level behavioral and psychosocial fac-

tors, sociodemographic and neighborhood characteristics, environmental exposure, medical conditions, infertility treatments, and biological factors. Many of these factors co-occur, particularly in those who are socioeconomically disadvantaged or who are members of racial and ethnic minority groups. While advances in perinatal and neonatal care have improved survival for preterm infants, those infants who do survive have a greater risk than infants born at term for developmental disabilities, health problems, and poor growth. The birth of a preterm infant can also bring considerable emotional and economic costs to families and have implications for public-sector services, such as health insurance, educational, and other social support systems. Preterm Birth assesses the problem with respect to both its causes and outcomes. This book addresses the need for research involving clinical, basic, behavioral, and social science disciplines. By defining and addressing the health and economic consequences of premature birth, this book will be of particular interest to health care professionals, public health officials, policy makers, professional associations and clinical, basic, behavioral, and social science researchers.

Mental health and well-being are important across all ages. However, some of the issues and how these are addressed in practice differ between age groups. This book focuses on applied mental health promotion across age groups.

Digital Image Processing has been the leading textbook in its field for more than 20 years. As was the case with the 1977 and 1987 editions by Gonzalez and Wintz, and the 1992 edition by Gonzalez and Woods, the present edition was prepared with students and instructors in mind. 771e material is timely, highly readable, and illustrated with numerous examples of practical significance. All mainstream areas of image processing are covered, including a totally revised introduction and discussion of image fundamentals, image enhancement in the spatial and frequency domains, restoration, color image processing, wavelets, image compression, morphology, segmentation, and image description. Coverage concludes with a discussion of the fundamentals of object recognition. Although the book is completely self-contained, a Companion Website (see inside front cover) provides additional support in the form of review material, answers to selected problems, laboratory project suggestions, and a score of other features. A supplementary instructor's manual is available to instructors who have adopted the book for classroom use. New Features *New chapters on wavelets, image morphology, and color image

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands

strategically by creating, developing, and exploiting each of the five assets in turn

It's no secret that certain social groups have predominated India's business and trading history, with business traditionally being the preserve of particular 'Bania' communities. However, the past four or so decades have seen a widening of the social base of Indian capital, such that the social profile of Indian business has expanded beyond recognition, and entrepreneurship and commerce in India are no longer the exclusive bastion of the old mercantile castes. In this meticulously researched book, acclaimed for being the first social history to document and understand India's new entrepreneurial groups, Harish Damodaran looks to answer who the new 'wealth creators' are, as he traces the transitional entry of India's middle and lower peasant castes into the business world. Combining analytical rigour with journalistic flair, India's New Capitalists is an essential read for anyone seeking to understand the culture and evolution of business in contemporary South Asia.

This publication represents the views and expert opinions of an IARC Working Group which met in Lyon, 12-19 February 2002.

From Reviews of the First Edition: Dr. Higdon has given the healthcare providers, especially dietitians, nurses, physicians, and researchers who seek to understand phytochemicals an authoritative yet easy to use book. -- *Phytomedicine: International Journal of Phytotherapy & Phytopharmacology* I highly recommend this monograph for physicians, dietitians, and other health practitioners as well as the health-aware public. It captures what you need to know in a succinct but comprehensive fashion. -- *American Journal of Lifestyle Medicine* Now in a completely updated second edition, *An Evidence-based Approach to Dietary Phytochemicals and Other Dietary Factors* is a trusted resource for all health professionals who need to interpret the explosion of information on the role of a plant-based diet in health and disease. It consolidates a wealth of scientifically accurate, peer-reviewed data on plant foods, dietary phytochemicals, and dietary supplements, and includes information on essential intake recommendations, dietary sources, nutrient and drug interactions, phytochemicals in disease prevention, possible adverse effects, and much more. Special features: All chapters revised and updated, with new sections on choline, coenzyme Q10, L-Carnitine, lipoic acid, and other dietary factors. Logically structured for quick access to information. Begins with the evidence-based benefits of fruits and vegetables, legumes, nuts, whole grains, coffee, and tea; and goes on to the scientific and clinical data on individual dietary phytochemicals and classes of phytochemicals, including carotenoids, flavonoids, fiber, and more. Summaries at the end of each chapter for rapid review. Peer-reviewed by experts in the field, ensuring that all material is accurate and up-to-date. The well-constructed appendix includes not only a quick reference to diseases and foods and where to find them in the book; but also useful tables on phytochemical-drug interactions, phytochemical-nutrient interactions, and phytochemical-rich foods; a summary of the glycemic index of dietary carbohydrates; and a comprehensive glossary of terms. Concisely synthesizing a huge amount of epidemiological and clinical research and emphasizing the importance of a phytochemical-rich diet over dietary supplements, this book is ideal for nutritionists, dietitians, nurses, and other health care professionals who need to educate patients about sound food choices. Students in graduate programs in nutrition, food science, pharmacy, and allied health fields will also find the abundance of rigorous, scientifically accurate information essential in their studies.

Global growth for 2018-19 is projected to remain steady at its 2017 level, but its pace is less vigorous than projected in April and it has become less balanced. Downside risks to global growth have risen in the past six months and the potential for upside surprises has receded. Global growth is projected at 3.7 percent for 2018-19—0.2 percentage point lower for both years than forecast in April. The downward revision reflects surprises that suppressed activity in early 2018 in some major advanced economies, the negative effects of the trade measures implemented or approved between April and mid-September, as well as a weaker outlook for some key emerging market and developing economies arising from country-specific factors, tighter financial conditions, geopolitical tensions, and higher oil import bills. The balance of risks to the global growth forecast has shifted to the downside in a context of elevated policy uncertainty. Several of the downside risks highlighted in the April 2018 World Economic Outlook (WEO)—such as rising trade barriers and a reversal of capital flows to emerging market economies with weaker fundamentals and higher political risk—have become more pronounced or have partially materialized. Meanwhile, the potential for upside surprises has receded, given the tightening of financial conditions in some parts of the world, higher trade costs, slow implementation of reforms recommended in the past, and waning growth momentum.

Isn't it time we addressed the elephant in the room? Are the existing texts on marketing management contextually sufficient for Indian students? Here is the pioneer. A book that is India-centric, comprehensive and apt for the times. Staying relevant to contemporary times, the sixth edition of the transformational text *Marketing Management: Indian Context, Global Perspective* comes with an even mightier foundation with its practical, research-based content. Why this particular text? Because it is not an 'adaptation of a foreign book' or one 'with few Indian examples'. It has remained, since its first edition, published 35 years ago, the unparalleled text presenting an India-centric approach to the discipline of marketing. The compelling logic for an Indian text. Since marketing is an environment-driven subject, it requires an environment-specific treatment. This text meets this need and equips students to comprehend marketing in a manner relevant to the Indian setting. Tracks every transition and change. Marketing is changing. India is changing. Technology, digitisation and overall disruption drive this change. This text captures this change and interprets its import. Comprehensive coverage, engaging presentation. The text re-visits the basics and explores the contemporary concepts of marketing. It contains a fine blend of mini cases on experiences of companies, both Indian and global. It comes with a brand-new feature: *Marketing Insight Exhibit*; as many as 140 exhibits explain how high-performing Indian and global companies keep excelling. With this book, students will start loving the study of marketing. User-friendliness, excellent readability, exciting presentation and innovative design are its hallmarks.

An indispensable guide for managers concerned with cost, strategy, and business re-engineering. Experts on the strategic use of cost data, the authors show how strategic cost management is revolutionizing accounting practices in leading companies. Includes numerous examples. 120 line drawings.

This unique textbook provides a concise and practical approach to clinical dilemmas involving the liver, pancreas, and biliary tree. Six major sections encompass (1) Hepatic, (2) Biliary, (3) Pancreas, (4) Transplantation, (5) Trauma, and (6) Innovative Technology. Each topic is written by recognized experts from an "e;experiential"e; viewpoint combined with evidence-based medicine. The book contains over 170 chapters and over 350 contributors. It is relevant to Surgical Oncologists, Hepato-Pancreato-Biliary (HPB) Surgeons, Transplant Surgeons, Traumatologists, HPB Interventionalists, General Surgeons, and trainees and students. The title of each chapter is in a form of a clinical scenario and each chapter begins with a Case Scenario and ends with Salient Points. Special debates are included in each section. There are numerous compelling images, detailed illustrations, comprehensive tables, thorough algorithms, and other adjunctive tools that enhance learning. The authors emanate from different corners of the world. The book is a valuable resource for faculty, students, surgical trainees, fellows, and all health care providers in the HPB/Trauma/Transplant/Oncology fields.

Evolutionary algorithms are relatively new, but very powerful techniques used to find solutions to many real-world search and optimization problems. Many of these problems have multiple objectives, which leads to the need to obtain a set of optimal solutions, known as effective solutions. It has been found that using evolutionary algorithms is a highly effective way of finding multiple effective solutions in a single simulation run. Comprehensive coverage of this growing area of research. Carefully introduces each algorithm with examples and in-depth discussion. Includes many applications to real-world problems, including engineering design and scheduling. Includes discussion of advanced topics and future research. Can be used as a course text or for self-study. Accessible to those with limited knowledge of classical multi-objective optimization and evolutionary algorithms. The integrated presentation of theory, algorithms and examples will benefit those working and researching in the areas of optimization, optimal design and evolutionary computing. This text provides an excellent introduction to the use of evolutionary algorithms in multi-objective optimization, allowing use as a graduate course text or for self-study.

Metabolomics, the global characterisation of the small molecule complement involved in metabolism, has evolved into a powerful suite of approaches for understanding the global physiological and pathological processes occurring in biological organisms. The diversity of metabolites, the wide range of metabolic pathways and their divergent biological contexts require a range of methodological strategies and techniques. Methodologies for Metabolomics provides a comprehensive description of the newest methodological approaches in metabolomic research. The most important technologies used to identify and quantify metabolites, including nuclear magnetic resonance and mass spectrometry, are highlighted. The integration of these techniques with classical biological methods is also addressed. Furthermore, the book presents statistical and chemometric methods for evaluation of the resultant data. The broad spectrum of topics includes a vast variety

of organisms, samples and diseases, ranging from in vivo metabolomics in humans and animals to in vitro analysis of tissue samples, cultured cells and biofluids.

Although marketing-related expenses are a significant portion of most organizations' budgets, it is often frustrating for those with budget oversight to get a clear picture of the returns on their marketing investment. This engaging book offers practical ways for non-marketing managers and executives to measure and improve marketing returns. It gives you the tools you need to be able to correctly assess the potential of your marketing and accurately evaluate the returns. You'll learn: Why market leaders achieve significantly greater returns on their marketing than others within their market. The 3 main reasons most marketing plans fail to live up to their potential, and the steps you must take to avoid these pitfalls. How to evaluate your marketing investment's likely ROI before you invest the money. When and how to assess the financial returns of your marketing efforts. How well your own organization is performing in the management of its marketing investments. The book includes: Case studies from companies of various sizes and in a cross-section of industries, including not-for-profits. 4 tests to use prior to the approval of a marketing budget. A marketing performance evaluation tool to assess and improve your organization's marketing management.

This book provides new insights and research studies on how developing countries come to terms with the nationalisation policies of Gulf economies that provide employment for their nationals. Focusing on regions and countries that have traditionally been overlooked, it includes studies on labour migration from Egypt to the Middle East and from the Philippines to Lebanon, migrant experiences and policy prospects in Saudi Arabia and Lebanon, and Indian migration to the Gulf. The book fills a critical gap in migration research by studying migration from various Indian states, such as Tamil Nadu, Telugu-speaking states (Telangana and Andhra Pradesh), Rajasthan and Uttar Pradesh. It also explores the unexpected phenomenon of demographic windows of economic opportunity (not documented in demographic literature) observed in a few Arab countries due to older migrant expatriates returning to their home country; the impact of international out-migration on intergenerational educational mobility among children in migrant-sending households in Kerala; and forced migration of Kerala Muslims to the Gulf.

The Expert Committee on Specifications for Pharmaceutical Preparations works towards clear independent and practical standards and guidelines for the quality assurance of medicines. Standards are developed by the Committee through worldwide consultation and an international consensus-building process. The following new guidelines were adopted and recommended for use: Procedure for development of the WHO medicines quality assurance guidelines; Guidelines on Good Manufacturing Practices (GMP) for heating ventilation and air-conditioning systems (HVAC); illustrative part; Guidance on GMP for Validation including the general main text analytical procedure validation validation of computerized systems and qualification; in the area of interchangeability of multi-source medicines: The Protocol to conduct equilibrium solubility experiments for the purpose of biopharmaceutics classification system based classification of active pharmaceutical ingredients for biowaiver; Guidelines on Import Procedures for pharmaceutical products; and the Good Practice Guidance document on implementing the collaborative procedures. All of the above are included in this report and recommended for implementation.

The socioeconomic, health, and public-policy aspects of aging in India are presented in this study that draws on empirical research to assess the country's preparedness. This analysis argues that many of the fundamental issues that need to be addressed by a country with a large aging population are not fully understood by public agencies. A number of policy options for the welfare of the growing number of elderly, particularly women, are proposed.

The population of Asia is growing both larger and older. Demographically the most important continent on the world, Asia's population, currently estimated to be 4.2 billion, is expected to increase to about 5.9 billion by 2050. Rapid declines in fertility, together with rising life expectancy, are altering the age structure of the population so that in 2050, for the first time in history, there will be roughly as many people in Asia over the age of 65 as under the age of 15. It is against this backdrop that the Division of Behavioral and Social Research at the U.S. National Institute on Aging (NIA) asked the National Research Council (NRC), through the Committee on Population, to undertake a project on advancing behavioral and social research on aging in Asia. *Aging in Asia: Findings from New and Emerging Data Initiatives* is a peer-reviewed collection of papers from China, India, Indonesia, Japan, and Thailand that were presented at two conferences organized in conjunction with the Chinese Academy of Sciences, Indian National Science Academy, Indonesian Academy of Sciences, and Science Council of Japan; the first conference was hosted by the Chinese Academy

of Social Sciences in Beijing, and the second conference was hosted by the Indian National Science Academy in New Delhi. The papers in the volume highlight the contributions from new and emerging data initiatives in the region and cover subject areas such as economic growth, labor markets, and consumption; family roles and responsibilities; and labor markets and consumption.

FONT COLOR= FF0000 Winner of the First Prize of the FIP Awards for Excellence in Book Production 2009/FONT COLOR A Transformational Text on Marketing. . . Presents Marketing in an Altogether New Perspective Today, Marketing needs a Biography of a business baron from Kerala, India.

Marketing Management Text and Cases, 1/e includes a new collection of cases from Harvard Business School. HBS sets the standard for effective case writing and teaching, and provides here the latest cases in Marketing Management.

Every day we interact with machine learning systems offering individualized predictions for our entertainment, social connections, purchases, or health. These involve several modalities of data, from sequences of clicks to text, images, and social interactions. This book introduces common

principles and methods that underpin the design of personalized predictive models for a variety of settings and modalities. The book begins by revising 'traditional' machine learning models, focusing on adapting them to settings involving user data, then presents techniques based on advanced principles such as matrix factorization, deep learning, and generative modeling, and concludes with a detailed study of the consequences and risks of deploying personalized predictive systems. A series of case studies in domains ranging from e-commerce to health plus hands-on projects and code examples will give readers understanding and experience with large-scale real-world datasets and the ability to design models and systems for a wide range of applications.

This book is a complete guide to the C4.5 system as implemented in C for the UNIX environment. It contains a comprehensive guide to the system's use, the source code (about 8,800 lines), and implementation notes.

This report considers the biological and behavioral mechanisms that may underlie the pathogenicity of tobacco smoke. Many Surgeon General's reports have considered research findings on mechanisms in assessing the biological plausibility of associations observed in epidemiologic studies.

Mechanisms of disease are important because they may provide plausibility, which is one of the guideline criteria for assessing evidence on causation. This report specifically reviews the evidence on the potential mechanisms by which smoking causes diseases and considers whether a mechanism is likely to be operative in the production of human disease by tobacco smoke. This evidence is relevant to understanding how smoking causes disease, to identifying those who may be particularly susceptible, and to assessing the potential risks of tobacco products.

The broad foundation of this book is laid on the conceptual discussions on consumer theories and applied arguments on shifts in consumer behavior. This book develops knowledge and skills on building market-centric and competition-oriented models. Discussions in the book illustrate strategies for managing competitive market interventions through advanced marketing-mix elements across nine chapters. Various perspectives on innovation and technology for expanding and establishing business in competitive markets are critically reviewed in these chapters. This book examines advanced marketing-mix and several consumer-centric strategies to co-create new businesses in new markets by associating consumers.