



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	Strategy
Affiliated Center:	CEO business School
Module Code & Module Title:	MGT590 - ACTION RESEARCH PAPER
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Word Count:	4956
Date of Submission:	24-8-2022

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Introduction

Scientific research is the finest approach to learn about a subject, since practical research is the fastest and most accurate way for individuals to learn and receive the most correct knowledge possible. There is no doubt that the conditions of the experiment and the specific motives for this mean that all of this is done in accordance with the conditions of the experiment and the specific goals for which this scientific research is carried out, and certain goals are set for which this research is carried out.

The researcher and the research must meet specific parameters and qualities in order for the study to be successful or more valuable to its readers or academics. There is no question that the researcher's capacity to gather the most information and scientific studies from which he derives his data is influenced by other factors.

Having a strong interest in science is essential to the success of the researcher's work because it allows him to better understand and confirm the research objectives that were set before he began. The researcher's previous experience also allows him to lay some foundations for his work, such as the causes, results, and study, and to use a lot of data and information for clarification.

Jay Conrad Levinson invented and defined the term. As a collection of uncommon approaches to achieve conventional aims, it is a body of knowledge. It's a tried-and-true strategy for making money while spending as little as possible."

Customers with the potential to be engaged are being sought out in unexpected areas. The goal is to come up with a notion that is new, interesting, and thought-provoking in order to attract interest and, ultimately, go viral.

We will apply this strategy to Al-Thenayan Honey Company, in this research to deliver the message clearly to the reader.

What Is Guerrilla Marketing

Advertising approach known as "guerrilla marketing" focuses on low-cost, unorthodox marketing techniques that produce the best results.

In his book "Guerrilla Advertising" from 1984, Jay Conrad Levinson introduced the phrase for the first time.

Umbrella marketing is a type of advertising that focuses on exposing a product or service to as many people as possible utilizing low-cost marketing strategies. American business writer Jay Conrad Levinson first introduced the phrase "guerrilla marketing" in his 1984 book "Guerrilla Advertising." Guerrilla marketing has been increasingly popular among marketers since the advent of the internet.

The phrase "guerrilla marketing" was developed from the term "guerrilla warfare," which refers to small-scale irregular combat tactics employed by armed citizens. Ambushes, sabotage, raids, and elements of surprise are common components of these strategies. Guerrilla marketing employs similar strategies to guerilla warfare in the marketing sector.



This alternative marketing technique, strong energy, and creative thinking are prominently utilized in this advertising style. Guerrilla marketing focuses on surprising the consumer, leaving a lasting impression, and generating a ton of social media buzz. Comparing guerrilla marketing to more conventional means of advertising and marketing, it is said that guerrilla marketing leaves a much more lasting effect on customers. This is because the majority of guerilla marketing initiatives seek to connect with consumers on a more intimate and memorable level.

Rationale Behind Guerrilla Marketing

Guerrilla marketing primarily depends on originality. Guerrilla marketing uses similar strategies to guerilla warfare, which involves raids, ambushes, and elements of surprise (but from a marketing standpoint!). A plan like this aims to surprise the customer, leave a lasting impression, and generate a lot of talk on social media. In contrast to conventional marketing and advertising methods, the goal is to leave consumers with a memorable and long-lasting impression.

Consumers are now beginning to tune out traditional forms of advertising including pop-ups, television and radio commercials, and radio adverts.



totally unanticipated

A surprise is the outcome of an entirely unexpected circumstance; it occurs when a situation develops that the participant in the event was not expecting to see or be a part of. People can be attracted in a variety of ways by utilizing or placing common things in strange settings or at unusual times. Unpredictability might be advantageous.

People frequently focus more intently. Therefore, the marketers may take advantage of such an occasion to entice the visitor, particularly online, to see a message that carries the marketing message. In guerrilla marketing, work is exchanged for cash. 2009 (Krawder).

Unexpected campaigns may ultimately be seen negatively by the target demographic, which is a crucial reality. As part of the Attention phase, the first phase of the AIDA model, the marketer should design the campaign to minimize the adverse consequences of the element of surprise in the campaign. One of the most crucial steps in constructing a guerilla campaign that effectively uses the moment of unexpectedness is segmenting and properly profiling the target demographic.

EX: Customers receive unexpected emails from **Al-Thenayan Honey Company** marketing about deals and discounts on their honey varieties at different periods throughout the year.

Drastic

The Oxford Dictionary's 2009 definition of "drastic" is "having a powerful or far-reaching influence." Any guerrilla marketing strategy should employ some degree of drasticness to reach the widest possible target demographic. The use of drasticness allows marketers to reach a big audience without necessarily spending a lot of money on advertising. It is a component that might greatly increase the campaign's cost-effectiveness while also generating a lot of interest and attention. The drawback of any dramatic behavior is that the target audience, or a portion of it, may immediately reject the marketing message since they may perceive it as unfriendly or severely damaging to their own beliefs.

Humorous

The use of humor in marketing communications reduces the distance between the sender and recipient as well as between the company and its clients. Additionally, by reaching a bigger audience, entertainment in marketing communications may considerably improve the effectiveness of the campaign. However, by taking a look at the video footage of the selected guerrilla campaigns near the conclusion of this section as a part of this study, it can be seen that the humorous impact is frequently employed in guerrilla campaigns.

The campaign stands out from most others due in part to its comical element. The secondary study reveals, however, that many so-called guerilla marketing strategies have not demonstrated that humor was one of the campaign's components. According to the research, guerilla marketing initiatives that use humor to produce an interest-generating impact reach more recipients. In viral marketing initiatives that spread throughout the Internet with little coordination from Internet users, humor is frequently employed.

EX: Al-Thenayan Honey Company In order to lighten the mood with clients, honey companies frequently include comical expressions to their commercials or some jokes that marketers toss, whether via email, WhatsApp messaging, or phone calls.

one-shot contest

The receivers of the guerrilla messaging realize that the campaign is only temporary and that the concept should not be employed again in the same market thanks to the one shot game, which means that the guerrilla marketing campaign is only carried out for a strictly restricted amount of time. This element is crucial to Internet marketing since a range of interactive technologies and strategies may create long-lasting guerilla campaigns for people who will only be permitted to view the campaign momentarily. The advertisement may run for several months, but once a visitor has seen it, they will never see it again on their screen.

EX: The opportunity is evident because it will only ever present itself in this aspect a picture of honey being poured onto a pancake plate with a few nuts, high-quality photography and lighting, and a prominent advertisement.

Cheap

The expense of a guerilla campaign may sometimes serve as a selling point for corporations. The goal is to spread rumors, generate buzz, and have a direct influence on the target audience while keeping expenses low. This means that the marketing plan must must incorporate creativity, innovation, and cost-saving techniques.

Because cost-effectiveness and creativity may be the primary factors influencing marketing managers or SME business owners to apply guerrilla marketing principles on the Internet, as the primary research findings indicated, the principles of innovation and creativity in marketing already discussed in the literature review reveal their importance. When comparing costs to other factors, the price is a relative measure. Due to the large number of internet users and the technical accessibility of Internet content, any guerrilla marketing campaign can have a significant impact. As a result, the cost of the campaign will be heavily influenced by the planned targeted segments to be reached and the type of guerrilla marketing campaign. The necessary expenditure for a guerilla campaign should nevertheless be significantly different from a standard marketing campaign (for instance, an Internet banner ad) with the same target audience. target audience effect.

EX: This kind of tactic is employed by **Al-Thenayan Honey** , which publish fixed and classified advertising online for the viewing of potential clients.

Goodwill and customer benefit

According to Princeton University (2009), goodwill is a propensity for kindness and compassion or, more particularly, an intangible asset that confers a competitive advantage, such as a great brand, reputation, or high staff morale (BT Group, 2009).

The hardest factor to apply to the marketing activity may be the customer benefit. When a consumer purchases a laptop from a retailer, he does so for the ability to work and communicate from any

location. He benefits right away because he bought the laptop, opened it in his car, and started using it right away. When a client takes the tram to get to her office and is exposed to several billboards, huge boards, light boards, or fliers along the route, the consumer advantage could be less obvious.



The gain for her may occur when she leverages the commercial's business message to her advantage, such as when she purchases a new laptop at a store with a 25% discount rather than online. However, for those individuals who do not require any of the aggressively promoted goods and services outside, the advantage is exceedingly challenging or perhaps impossible to locate. The target audience should always receive something from a guerilla marketing campaign that will make them feel wealthy or happy. According to the literature analysis, marketing strategies that employ originality and innovation to win over customers' trust and happiness may greatly increase their effectiveness. Giving them something for nothing or simply giving them a cause to grin might provide the advantage.

What Are the Elements That Make Guerrilla Marketing Successful?

Cost Benefits

The cost of using guerilla marketing techniques is far lower than that of using more conventional marketing techniques like radio and television advertising. Small firms with limited marketing expenditures may make more of an impression with guerilla marketing techniques since they are

more cost-effective than using traditional media to compete head-to-head. Although these strategies may not have the same broad appeal as expensive advertising campaigns, their demonstrated efficacy may help small businesses get the most out of every dollar spent on marketing.

The corporation is eager to periodically appear in TV advertising that target a certain audience segment.

Having Impact Guerrilla methods are, by definition, significantly distinct from conventional marketing communications. Guerrilla marketing messaging can therefore stand out from the constant onslaught of advertising that customers are exposed to on a daily basis. Instead of spending millions on a marketing effort that people would unconsciously overlook, it may be more beneficial to do something out of the ordinary that actually grabs their attention. While a huge corporation would only run a television commercial, a guerilla marketer for a tiny snack brand might wander around large events dressed totally in free samples. While just a small portion of ad watchers would ever pay attention, the outfit would almost certainly draw notice and get things into people's hands.

brand development

An edgy or "cool" brand image may be developed through guerrilla marketing tactics alone.

Guerrilla methods' sheer ingenuity and the act of defying convention itself may brand a business as "cool" in the eyes of customers. This may be particularly helpful when marketing to young people who are attempting to carve out an own identity for themselves. Anything that encourages word-of-mouth advertising within your target market by getting individuals to desire to share their experiences with others.

EX: In **Al-Thenayan Honey** that offers good quality honey and a great value, clients start talking a lot about your products and their quality when you develop a brand that has a high quality in the market.

Leaving a Legacy

Guerrilla marketing heavily focuses on in-person interactions with prospective clients. These interactions, whether they involve handing out free samples, distributing branded materials, or just

chatting to individuals whose curiosity has been piqued by what you are doing, can have a more lasting impact on consumers than watching or listening to commercials because of their personal character. The relationship between a business and its new clients may deepen when guerilla marketing strategies are combined with social media-driven campaigns.

EX: In this connection, the business occasionally offers complimentary honey samples at trade shows or even with certain orders for home delivery. These samples make the client happy since they adore them and rave about them frequently. The firm is also pleased with the reviews left following the customer's interaction.

Types of Guerrilla Marketing



- A company can build brand awareness through **ambient marketing** without actually promoting its products. As a description of ambient marketing, it can be argued that the term refers to a certain form of marketing technique where a product or service is advertised using an extremely unique object or where the location of the advertisement is truly unexpected.

In summary, both the advertising method and the result would be beyond what consumers could have ever imagined.

Without a doubt, excellent ambient marketing is certain to greatly astonish individuals. As a consequence, due to the advertisement's clever placement, it will have a major impact on consumers' thoughts.

Additionally, there is the "wow" element, thus when taken together, all of these factors make it possible to build an efficient communication channel and link between the marketer, or the brand, and the customers.

- By being visible every day, presence marketing aims to increase brand recognition and familiarity. See further instances of presence marketing **EX:** Like what we said through TV ads and classified ads in social media that the company does.
- In contrast to very large-scale marketing, grassroots marketing focuses on gaining clients one at a time. The key to a successful grassroots campaign is cultivating connections and highlighting the human element. It is only grassroots marketing when a business produces very customised content for a select set of clients that is particularly relevant to them.

However, keep in mind that, unlike other marketing techniques, grassroots marketing is not focused on reaching the greatest number of consumers via the use of the content, for which the target group is relatively small. It is comparable to the word-of-mouth approach.

But it's anticipated that this tiny group will spread the content's impact by telling others about their experiences, which will have a viral effect. Due to the fact that the primary target audience is not a particularly large one, grassroots marketing is frequently more cost-effective.

EX: Getting close to consumers, communicating with them frequently, listening to their feedback on products, and attempting to fulfil their needs are all ways to build connections.

- Multiple copies of a poster advertising a movie, event, or item are pasted all over the place in wild posts that are overpowering. Static images are frequently displayed in this sort of advertising, particularly in heavily crowded metropolitan areas, apparently in an effort to attract more attention from potential clients. It is reasonably priced and often utilized for record launches, concerts, and other events. **EX:** Promotion through flyers that are attached

to all orders that are sent to homes, pamphlets about the firm and its products, and many more facts that may influence the customer's future decisions.

One of the sneakier strategies for mass marketing is undercover or **buzz marketing**. The goal of undercover marketing and buzz marketing is to make a sale to a person who is unaware that they have just seen a sales presentation.

Buzz marketing, often known as viral marketing, aims to maximize the word-of-mouth potential of a campaign or product, either through customer conversions, through social media platforms, or even through some other way of communication.

Nowadays, marketers choose this style of advertising since word-of-mouth is still the best form of advertising, and by using buzz marketing efficiently, its effectiveness is greatly increased.

Additionally, in most situations, comprehensive materials are offered in this situation, so marketers rarely have to worry about losing out.

- Publicity that appears to be entirely unrelated to the business may serve as the finest definition of alternative marketing. Instead of sending you a one-way message, experiential marketing strives to provide you with an experience.

Through experiential marketing, you may interact with the product and connect the brand with your instant emotional responses. See more illustrations of experiential marketing

The term "interactive marketing" describes the changing marketing trend in which the focus has shifted from a transaction-based strategy to a discussion. additional illustrations of interactive marketing

Guerrilla marketing is an innovative kind of advertising that depends on effort, creativity, and time.

View further instances of guerilla marketing

Implementing Guerrilla Strategies

Guerrilla marketing's main goal is to put your company's name in front of as many people as you can in unconventional, surprising methods so that when people are considering joining a gym, yours will be the one they think of first (Agoglia 2006). Collaborate on ideas with your sales team,

department supervisors, and any other staff members who are interested. The following suggestions can help you get going:

Social networking sites should be used.

Millions of people visit websites like Facebook, My Space, and YouTube every day, and membership is free. Post your company profile on these websites along with any attention-grabbing ideas you can think of, such as exercise-tip videos. Include a link to your primary website so visitors can learn more about your business there, of course.

For the benefit of customers, it is crucial to connect the Al-Thenayan Honey Company website to social networking sites like YouTube and to the main website.

Establish "Free" Mailboxes.

Install "Free" mailboxes in nearby commercial plazas with the approval of your landlord. Take One," a phrase that sounds like the "mailboxes" filled with real estate or car dealership pamphlets. Place promotional brochures for your institution inside each mailbox along with complimentary guest passes.

Paper publications, as we've already said, have a big effect on individuals. The business offers publications with information on the many kinds of honey products, their sources, their medicinal uses, and many other data.

Join Forces with Local Enterprises.

Give members access to local retailer coupons in a special part of your website. Have the stores advertise your company on their website or by prominently displaying your brochures at their locations in return for giving you visibility.

Al-Thenayan Honey Company partners with several businesses for reciprocal marketing services to broaden its reach and plan expansion; this undoubtedly contributed to the growth and expansion of marketing volume in recent years.

Example: The business sells several kinds of honey at the date stores beside the retail marketplaces.

Encourage member involvement.

Ask community people who have lost a lot of weight to be role models. Make enormous "before" and "after" posters of members who have accomplished illustrious feats. These posters may be put throughout the gym with the members' consent to inspire and boost attendance. Additionally, you may use these images in the leaflets you hand out throughout town.

Publishing customer feedback and experiences with honey as well as test results before and after use, taste impressions of honey, and family experiences from father and mother, young and old, are all very helpful for communicating the experience to people and may even help them make a purchase decision because people rely on and trust one another when making such decisions.

Talk up.

Make yourself available as a speaker for neighborhood associations and businesses.

Your presentations should be innovative and emphasize the advantages of exercise rather than your company. This emphasis will increase your credibility in the eyes of the audience and shouldn't seem like a sales pitch.

Always be present at conferences and exhibitions. The company should draw attention to itself and its standout products by introducing itself, discussing its name, origin, and finest varieties of honey. By allowing attendees to even taste the honey, the company can help them understand its superior quality, which is crucial in the world of marketing.

Examples, Strategies, and Ideas for Guerrilla Marketing for Startups

Gamify is a marketing technique or plan that plays with the audience before directing them to your business at a later time. You also provide them alternatives for a one-on-one purchase gift, a discount, or a voucher.

The Althenayan Honey Company launches a puzzle game in which players must locate a single pretzel to solve a conundrum. Additionally, this one Facebook post received 12,559 comments, 5,607 shares, and 27,793 likes.

Treasure hunts: audiences can participate in treasure hunts. As an illustration, supposing you publish something on social media and you want people to know a certain thing (it can be the product

symbols or something else). After doing the activity, those individuals will receive a reward in the form of a gift, discount, digital coupon, or expensive item.

Flash Mobs: A flash mob is a collection of individual performers who get together to execute a task or an action at a prearranged area. Some organizers engage a large cast of actors, while others merely arrange for people of the targeted community to take part and enjoy the flash mobs in order to receive massages or advertise products.

Undercover marketing involves hiding and disguising oneself among the intended audience.

For instance, Althenayan Honey launched a campaign in 2015 and hired an actor to tour the city and urge passersby to snap their picture. The actors engage the audience during that time and discuss the intriguing features of the new phone to pique their interest in learning more.

Guerilla Marketing: Additional Considerations

The majority of the time, it is seen that marketers rely on word-of-mouth and viral marketing techniques while engaging in guerrilla marketing.

Despite starting with a smaller group, a large number of people can eventually be exposed to the chance of becoming potential consumers.

One thing to keep in mind is that guerrilla marketing and people's emotions are connected in this place. You may expect spectacular success for your business if you use people's emotions appropriately and successfully in the situation.

Guerrilla marketing is not going to be effective for all products, though. When launching something "edgy," though, you can still employ conventional marketing strategies.

When promoting a product or service that is completely out of the ordinary or truly cutting edge, you may want to think about using guerilla marketing.

Additionally, make an effort to target that particular client demographic, which tends to be made up of younger individuals, since they are more likely to be open to novelty. However, you should always make your choice in light of the current situation.

Most of the effective guerrilla marketing initiatives in the past took place in public settings where the general public congregated.

For your future guerrilla marketing campaign, you may take into account streets, concerts, public parks, beaches, festivals, athletic events, and retail malls.

Remember that your chances of running the campaign successfully increase with your ability to select the correct location at the right time.

To avoid extra hassles for your campaign, take care of any connected legal concerns that may arise in specific circumstances.

Advantages of guerilla marketing

- Guerrilla marketing entails networking, both with clients and with other companies, in addition to expanding business. One will meet many new friends and allies while carrying out and managing a campaign.
- Traditional advertising venues are overly sophisticated and expensive to the point of exclusion (bordering on snobbishness), whereas guerilla marketing is particularly designed to satisfy the demands of small enterprises.
- A lot of guerrilla marketing strategies are simply plain enjoyable! All in the name of earning a living, one gets to indulge in bizarre activities and commit absurd antics.
- Guerrilla marketing is effective. You will probably end up with a better and more successful business if you do your homework, organize your strategy, and stick with it.
- Customer contact must be ongoing and continual. To improve loyalty, raise visibility, and maintain fierce rivalry with other businesses, the firm has a customer service department that genuinely cares about its clients, follows up with them, categorises them while communicating with them, builds trust, and ups engagement.



Disadvantages of guerilla marketing

Guerrilla marketing is effective, but it is not without risk. It is advertising after all, which is hardly a precise science. Advertising involves so many factors that nothing can be guaranteed to be 100% effective.

One will not be able to determine exactly what works and what doesn't in any advertising strategy. Although challenging, getting quantifiable outcomes is achievable (unlike with other marketing strategies).

For EX: Nothing is certain, therefore you must attempt and take chances in order to maximize your future gains. You must measure and evaluate your financed advertising in order to determine their strength and viability.

- Compared to typical advertising methods, which frequently entail paying other people a lot of money to perform the work for you, guerilla marketing demands a higher degree of commitment and effort.

Guerrilla marketing is not the answer if you're seeking for a quick cure. The consequences of efforts won't be seen right away or in a short period of time. To reach corporate sales targets, time commitment is necessary.

EX: Because of how persistent and patient this approach is, you shouldn't expect results right away.

Guerrilla marketing is not for the weak of heart or those with thin skin. There will, at the very least, be a few people who will criticise one's strategies. At worst, legal action may be threatened (which is why it's crucial to research local regulations before launching a guerrilla marketing campaign).

calculations

Multi criteria analysis includes several consistent responsibilities in the decision-making process in addition to numerical computations. If we undertake analysis, we may enable various stakeholders fill out forms where they prioritize the options and indicate how they rate particular numbers in the study, for example, decision makers (city council, government, etc.), analysts (landowners & corporations), and people. An environmentalist would likely place greater emphasis on the raw materials used in construction, disaster management, and eco-friendliness, whereas a business owner would place greater emphasis on durability, cost effectiveness, and maintenance costs, among other factors.

It is impossible to say with certainty which guerilla marketing strategies are universally more effective than others or which strategies have the most beneficial effects on company organizations. The evaluation, on the other hand, aims to assist in identifying the guerrilla marketing campaign types that may be suitable for those marketers that favour a given set of qualities in combination with a specific level of risk. The effectiveness of the campaign and its individual creative concept have a significant impact on its benefits.

Although it's not required of us to use each sort of guerilla marketing to promote our businesses, many of us do. Choosing the appropriate technique requires some caution because each one is better or more appropriate in a certain situation or circumstance.

No matter which one you choose, keep in mind that you should always strive to be as creative as you can be in order to capture your audience's attention in the broadest sense. In this manner, it is anticipated that guerrilla marketing will aid in the expansion of your company.

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