

2011 User Training Emerald Management eJournals

教育訓練講師
林瑜嫻 / Jordi



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- 1996 launched the **Emerald Fulltext** database
- 2005 launch of **Emerald Management Xtra** – developed with and for business schools
- 2007 **Backfiles** launched with full digitisation
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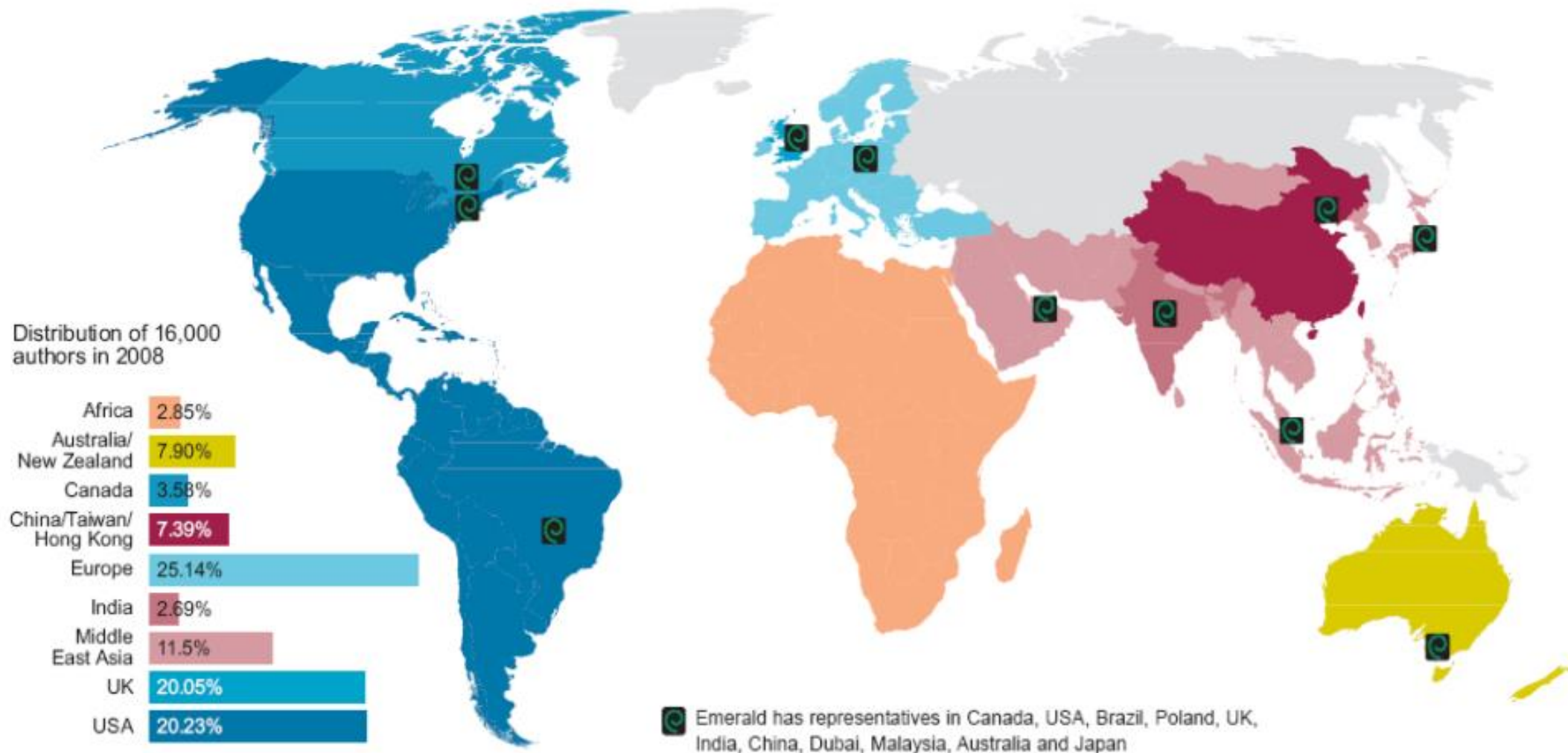
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- More about Emerald
- Q and A

Emerald Management eJournals (formerly named EMX)



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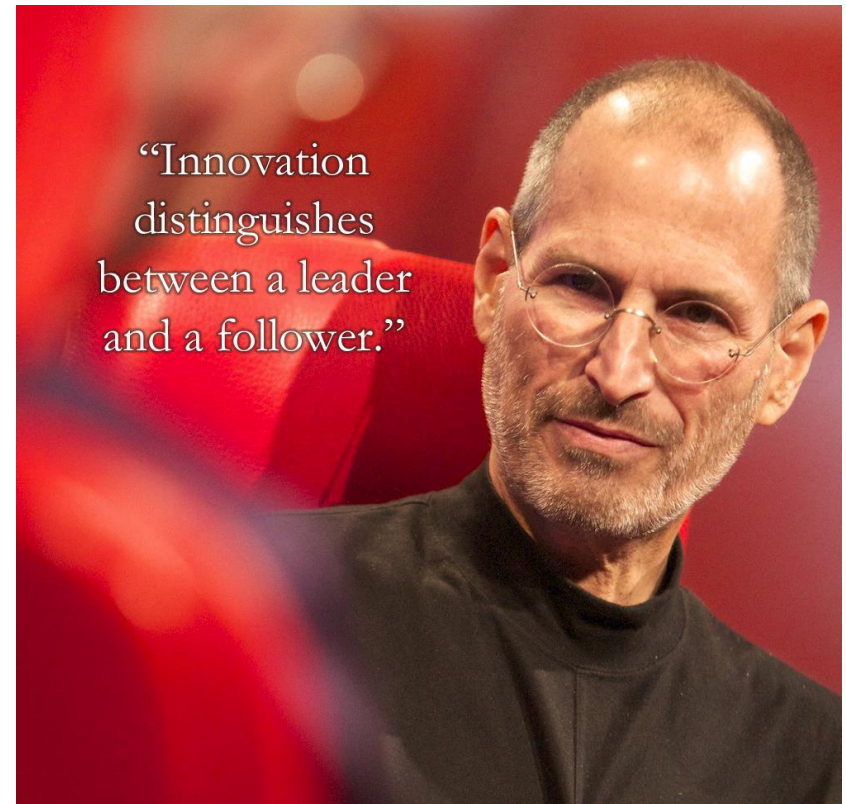


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"Oh no! The new marketing campaign had a lower-than-expected return. I guess marketing did not do its job! No more monies for that campaign, or perhaps others for that matter ...". Marketers hear this comment all too often. "Blame the agency (or the internal marketing department); it's their fault!" Unfortunately, it is everyone's fault, from the sales rep to the customer-service executive to the top-level managers to the marketing director to the receptionist. Unless your agency or internal marketing team understands and values the implementation and tracking stages as much as the fun strategy and creation phase, this scenario will occur more often than not.
- 2

The importance of marketing
Type: Viewpoint
Author(s): Richard C. Leventhal
Source: [Strategic Direction](#) Volume: 21 Issue: 5 2005

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- Keywords:** [Marketing](#), [Marketing communications](#), [Marketing strategy](#)
- Article type:** Viewpoint
- DOI:** [10.1108/02580540510594084](#) (Permanent URL)
- Publisher:** Emerald Group Publishing Limited
- Abstract:**

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Findings – Posits that a more successful and innovative marketing strategy can be attained by following the guidelines outlined in this paper.

Originality/value – Helps a marketer to understand the keys to developing a more

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The Importance of marketing

The Authors

Richard C. Leventhal, *Leventhal Research LLC, Editor of the Journal*

Abstract

Purpose – To gain insight into what marketing entails and how a marketer can be more customer focused.

Design/methodology/approach – Provides guidelines to enhancing a marketer's understanding of the importance of marketing.

Findings – Posits that a more successful and innovative marketing strategy is one that is customer focused.

Originality/value – Helps a marketer to understand the keys to developing a successful marketing strategy to the challenges that they face.

Article Type: Viewpoint

Keyword(s): Marketing; Marketing communications; Marketing strategy

Journal: Strategic Direction

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Viewpoint

The importance of marketing

Richard C. Leventhal

Richard C. Leventhal, of Leventhal Research LLC, is Editor of the Journal of Consumer Marketing. E-mail: rcleventhal@hotmail.com

Developing a marketing orientation: taking the necessary steps

In these times of constantly shrinking budgets and increased competition, why should a company continually invest in seeking the most effective marketing strategy that it can develop? A market-driven strategy allows a company to truly understand its market and the customers that are the basis for this market. This effort allows for a more effective integration of all activities that may impact customer value, which in turn affects both return-on-investment and profitability.

An effective marketing effort is based upon information, which can be used in terms of developing sound business strategies, increase your return-on-investment, allow for more successful innovation, lead to better branding efforts, increase the effectiveness of your promotional efforts and strengthen your web marketing efforts.

The old adage that "the customer is always right" may not always be accurate, but it is a good place to start. Marketing is not a short-term solution, as it takes considerable effort to build both a market-organizational culture and strategies. Also, measuring marketing efforts solely in terms of financial performance does not really tell us whether real progress is being made towards developing a successful market-driven strategy. Cutting your marketing budget to realize short-term cost savings and bolster profitability may actually work against being able to achieve strategic goals and enhancing perceived customer value.

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Bias, stability, and predictive ability in the measurement of systematic risk

The Authors

Stephen Gray, *UQ Business School, The University of Queensland*

Jason Hall, *UQ Business School, The University of Queensland*

Drew Klease, *Queensland Investment Corporation, Brisbane*

Alan McCrystal, *UQ Business School, The University of Queensland*

Abstract

Purpose – Estimates of systematic risk or beta are an important determinant of the cost of capital. The standard technique used to compile beta estimates is an ordinary least squares regression of stock returns on market returns using four to five years of monthly data. This convention assumes that a longer time series of data will not adequately capture risks associated with existing assets. This paper seeks to address this issue.

Design/methodology/approach – Each year from 1980 to 2004, equity betas are estimated for 1,717 Australian firms over periods of four to 45 years, and form equal value portfolios of high, medium and low beta stocks. The paper compares expected returns – derived from the capital asset pricing model (CAPM) and subsequent re-estimates of betas over four-year periods.

Findings – The paper shows that the ability of beta estimates to predict future returns is significantly affected by the estimation window and when the Vasicek bias correction is applied. The paper also shows that the ability of beta estimates to predict future returns is significantly affected by the estimation window and when the Vasicek bias correction is applied.

Research limitations/implications – The implication is that...

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Bias, stability, and predictive ability in the measurement of systematic risk

Stephen Gray and Jason Hall
UQ Business School, The University of Queensland, St Lucia, Australia

Drew Klease
Queensland Investment Corporation, Brisbane, Australia, and

Alan McCrystal
UQ Business School, The University of Queensland, St Lucia, Australia

Abstract

Purpose – Estimates of systematic risk or beta are an important determinant of the cost of capital. The standard technique used to compile beta estimates is an ordinary least squares regression of stock returns on market returns using four to five years of monthly data. This convention assumes that a longer time series of data will not adequately capture risks associated with existing assets. This paper seeks to address this issue.

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Stephen Gray, Jason Hall, Drew Klease, Alan McCrystal (pp. 220 - 236)

Keywords: [Australia](#), [Beta factor](#), [Capital asset pricing model](#), [United States of America](#)

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Teaching Zone

Resources for teaching faculty and students in business and management



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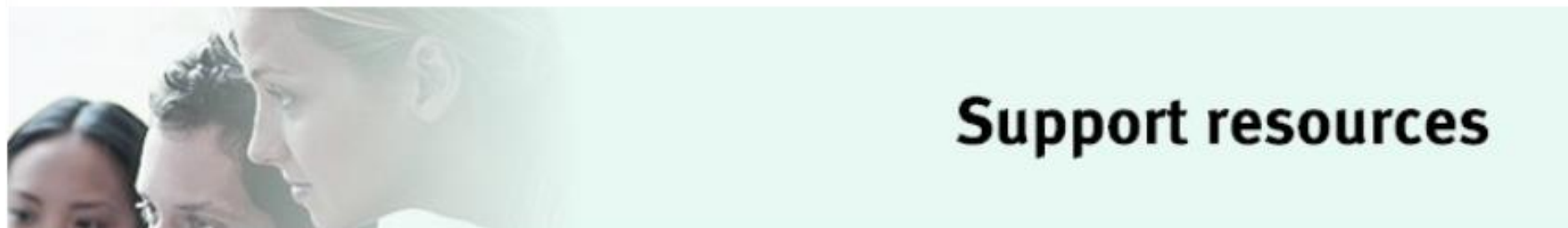
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Q and A



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