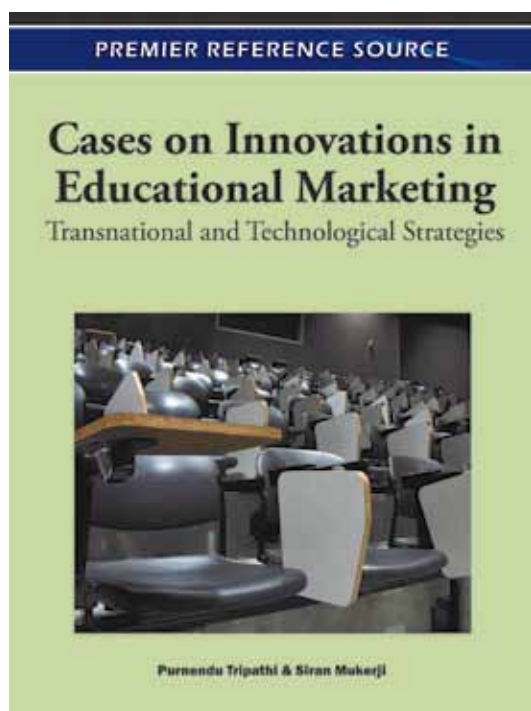


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Cases on Innovations in Educational Marketing: Transnational and Technological Strategies



Purnendu Tripathi (IGNOU, India) and Siran Mukerji (IGNOU, India)

Growing global competition for quality education, technology and collaboration is playing a paramount role in re-defining institutions, requiring them to re-strategize to achieve a competitive advantageous international position.

Cases on Innovations in Educational Marketing: Transnational and Technological Strategies addresses the prominent issues involved in marketing these new educational approaches that are revolutionizing the entire education sector. The institutions highlighted in these cases are emerging as educational corporate entities with a bouquet of academic programs as products endeavoring to augment their presence worldwide with innovative technological and transnational strategies. This book provides comparative and comprehensive analysis of technological and transnational strategies in educational marketing on various issues across the world and also the best practices and experiences from a diverse range of countries.

Topics Covered:

- Advertising Campaigns
- Benefits of E-Learning
- Ethics of Marketing Education
- Global Partnerships
- Government Policies
- Marketing Strategies
- Quality Online Instruction
- School Identity
- Service Quality Perceptions
- Teaching and Learning Networks

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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Purnendu Tripathi, an International Research Fellow of Open University Business School (2009) at Open University (UK), has a PhD in management and a master's degree in distance education. He was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. In his parent institution IGNOU (India), he is Deputy Director, looking after academic management and student support services with aspects in open and distance learning. He has co-edited teaching case books and contributed articles in standard national and international journals, as well as presented papers in national and international conferences. Dr. Tripathi is a member of review committees for numerous international conferences and journals. His current research interests include academic program life cycle (APLC) and educational marketing.

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