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Chapter 12: Selling the south: commercialisation and marketing of Antarctica



Hanne Nielsen

Extract

12. Selling the south: commercialisation and marketing of Antarctica Hanne Nielsen In 1913 the Australian explorer Douglas Mawson penned a series of articles for The Adelie Blizzard, the 'newspaper' of his Australasian Antarctic Expedition, where ...

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Textbook: Principles of Marketing by Kotler & Armstrong, 15th Edition Learn with flashcards, games and more — for free. Company growth through starting up or acquiring businesses outside the company's current products and markets. Value chain. The series of internal departments that carry out value-creating activities to design, produce, market, deliver, and support a firm's products. Value delivery network. The network made up of the company, its suppliers, its distributors, and, ultimately, its customers who partner with each other to improve the performance of the entire system. Marketing strategy. The marketing logic by which the company hopes to create customer value and achieve profitable custom We see marketing every day through our eyes. Every single thing is commercialised well amongst us. Commercialisation is responsible for making our standard of living much convenient and advanced by introducing us to the latest products and services. So, all in all, Commercialisation plays a crucial role in letting new products or services achieve commercial success. In simple terms, commercialisation is understood as the procedures involved in the initial production of the product than mass production and adoption of the same. In this post, we will dive deep into the world of Commercialisation and understand how it can be done to accomplish the expected outcomes. So, without delaying any further, let us get started straight away. Table of Contents. The continent of Antarctica is at risk from human activities and other forces, and environmental management is needed to protect the planet's last great wilderness area, say experts. Until now, energy companies have shown little interest in exploring the southern reaches of our planet because of the harsh conditions, the distance to market and the lack of technologies make it a very expensive commercial proposition. "In the 1960s, most believed that drilling on the North Slope of Alaska was not economical, and in less than 30 years, it became one of the world's major sources of oil.