

Marketing: The Basics - Karl Moore

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The difficulties of marketing in the 21st Century are real and tangible. Which new strategy? How is success measured? Is this strategy harmonious with the corporate strategy? Customers are more sophisticated, less brand-loyal and more price sensitive. Moore and Pareek offer a way round this international minefield by creating a book that fulfils the need for management in an international context. The basic functions of marketing are explained, the role in corporate decision making examined and the importance of competitive strategies are addressed. The book addresses the following areas: *what is marketing*marketing as part of the firm's corporate strategy*the marketing mix, the 5 ps - product, pricing, promotion, place and people* STP - segmentation, targeting and positioning*Market research*CultureThe book is ideal for any student, or practitioner wanting to learn the fundamentals of marketing applied in a global context. Words: measured is, what is marketing Author: Moore, Karl Publisher: Routledge Illustration: N Language: ENG Title: Marketing: the basics Pages: 00000 (Encrypted PDF) On Sale: 2006-06-21 SKU-13/ISBN: 9780415380805 Category: Business & Economics : Economics - General

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