

Marketing: The Basics (second Edition) - Karl Moore

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'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: Explains the fundamentals of marketing and useful concepts such as the Long Tail Includes an international range of topical case studies, such as Obama's presidential campaign, Facebook, and Google Also includes a glossary of terms, guides to further reading and critical questions to assist further thinking and study This lively and user-friendly introduction is perfect for professionals seeking to learn more about subject, and recommended for sixth-form, first-year undergraduate and MBA students. Author: Moore, Karl Publisher: Routledge Illustration: Y Language: ENG Title: Marketing: The Basics (second edition) Pages: 00248 (Encrypted PDF) On Sale: 2009-11-24 SKU-13/ISBN: 9780415778992 Lib Category: Marketing - Management Lib Category: Marketing research Category: Business & Economics : Marketing - General Category: Business & Economics : Economics - General

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