



Principles of Marketing : Marketing Philosophy, Market Segmentation, Positioning

By Faustino Taderera

LAP Lambert Acad. Publ. Mai 2010, 2010. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - This book deals with the basic principles of marketing and is an introductory course at undergraduate level and covers topics like:- the reasons and importance of marketing; marketing philosophy; buyer and consumer behaviour; national branding; marketing research; the 4 Ps; strategies on product, pricing, promotion and distribution; market segmentation; market targeting; positioning; vision, mission, objectives, strategies; product life cycle; Ansoff Growth Share Matrix; Porter's generic strategies; marketing plans; TQM; ethics; corporate governance; social responsibility, among others. This book is the most appropriate and comprehensive modern book for undergraduate courses in Principles of Marketing. The book also aims to act as the comprehensive set book for colleges and universities and should be used by professors/lecturers for teaching, setting examinations and creating marking guides. 284 pp. Englisch.



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