

Applied Strategic Marketing Jooste

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focusing on the environment market research buyer behavior cyber marketing and positioning this newly revised edition based primarily on south african companies provides a comprehensive overview of marketing theory

with a full explanation on the basic principles of marketing this guidebook helps readers answer such questions as what is marketing what is a marketing forecast and what is the best way to conduct market research written by professionals for students and entrepreneurs this text also features international case studies numerous up to date examples of the latest developments and trends in marketing and tried and tested information that helps students learn

the world is in a constant state of flux and this influences the operations of every business and organisation business management a contemporary

approach deals with these changes by covering the functions of a business or an organisation and then addressing the contemporary issues that affect them these issues include globalisation corporate entrepreneurship and citizenship credit diversity and hiv aids every student of business and business manager needs to understand the importance of these issues and their influence on the operations of a business business management a contemporary approach also highlights the interdependency between the various business functions this interdependency is very important for a business or organisation to operate as a whole

presenting a dramatic shift in the way marketing is viewed and how its value is determined this diverse resource focuses on the retention of customers through excellent customer service attending to the 4 ps of marketing the guidebook addresses the ways in which a marketer can make decisions with the customer s perspective as the priority with strategies both for one to one marketing and for mass customization this critical handbook offers information for today s ever adapting business environment

important marketing and industrial psychology concepts are applied to southern african business scenarios in this overview of consumer behavior case studies applications and research findings illustrate market characteristics of consumer motivation attitudes and loyalty information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family based decision making organizational buying behavior and relationship based buying

this is the fourth edition of a book specifically designed for the south african marketing context it uses real life case studies of successful south african companies to increase the reader s understanding of marketing theoretical marketing concepts are presented in a practical way which enables students to contextualize specific marketing challenges and problems in the south african business environment this new edition focuses on all fields of marketing including cybermarketing branding positioning and retailing

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