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ted levitt is one of the most widely respected thinkers in the field of marketing and management his work and writings have changed the way scores of companies think about their businesses organize for innovation and creativity and market their products and services now managers can have access to the best of levitt s thinking over the last five decades in ted levitt on marketing framed by a new introduction this book features seminal articles including marketing success through differentiation the globalization of markets after the sale is over and marketing myopia a must have resource for managers and marketers in any industry this harvard business review paperback book is filled with big ideas and practical tools for creating and sustaining a company s competitive edge

taking into account the emergence of new subjects and authorities the editors have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer

this fourth edition of the best selling marketing book has been extensively revised updated and substantially extended all the original chapters have been reviewed and many of them have been completely rewritten to reflect changes and trends in current marketing thinking and practice professor michael baker with specially commissioned contributions from top uk marketing educators and writers sets out the scope and nature of the marketing function its managerial application and its contribution to corporate success the marketing book is an indispensable reference work and textbook for students and practitioners all over the world it will be essential reading for those students taking cim certificate and diploma business studies management and marketing degrees mba dms and btec higher national and equivalent courses fourth edition of the best selling marketing book fully revised updated and substantially extended all the original chapters have been reviewed and many of them have been completely rewritten to reflect changes and trends in current marketing thinking and practice

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