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this book is for managers and would be managers who need to upgrade their knowledge of
digital marketing told from the perspective of marketing strategy it puts digital marketing in the
context of firm strategy selection the first step in digital marketing is to understand your
company and your brand the next step is to put content and keywords on your web and mobile
sites so that they can be found in search then use the delivery platforms of digital content e mail
social and mobile to deploy that content to the customer the final topics in the book focus on the
importance of data management and privacy as well as the emerging roles of analytics artificial

intelligence and marketing automation without quality data no digital marketing program can be successful this data can then be used in data analytics applications for predictive modeling after reading this book the reader will have a good idea of where to start on the path to an integrated digital marketing management strategy each chapter concludes with a list of action steps or what to do next to get started on implementing a digital marketing strategy as well as review questions and key terminology

marketing management by dr n mishra is a publication of the sbpd publishing house agra the book covers all major topics of marketing management and helps the student understand all the basics and get a good command on the subject

a comprehensive examination of all aspects of the management of marketing this is a mainstream text based on the premise that marketing is a universal management function with strong strategic elements which are operationalized in different ways in different parts of the world conceptual material reflects up to date perspectives on academic and company research the applied material seeks to demonstrate the universality of marketing management by drawing on illustrations from a wide range of geographic and industry settings

the primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise the book offers an insight into each facet of the marketer s role in relationship to an organization it highlights the knowledge the skills and the competencies necessary for marketers to succeed in today s competitive world and bridges the gap between the theory of marketing and the realities of the high tech market this new edition includes comprehensive coverage of the fundamentals of marketing and a discussion on market focused business strategy it offers several case study scenarios that let students analyse decisions and practices of marketing wisdom there is a series of chapter vignettes on contemporary issues in marketing chapter end self testing material includes a summary numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing this book is primarily written for postgraduate students of business administration mba for courses in principles of marketing marketing management this book can also be used to advantage by undergraduate students of business administration bba for courses in marketing and by students of engineering where an elective course on marketing management is prescribed

this textbook introduces students to the field of marketing management by emphasizing a customer centric approach which involves defining the purpose of marketing as the recruitment defence leverage and development of customer brand relationships because customers vary in their needs for products and services and their relationships with brands you ll discover how segmentation and differentiation play a crucial role in marketing management after delving into market dynamics customer behaviour and market communications you ll explore the three main

areas within marketing management customer portfolio management product portfolio management and brand portfolio management finally you ll gain insights into developing marketing business strategies and plans for success through comprehensive analysis resource allocation budgeting and measuring key performance indicators features include case studies to bring theory to life further reading suggestions to expand your understanding and a marketing planning template to practice applying your knowledge to a real business scenario suitable for undergraduate bachelor and postgraduate students studying marketing management and strategic marketing fred selnes is a professor of marketing at bi norwegian business school even lanseng is an associate professor of marketing at bi norwegian business school

this book explores the development of us marketing management thought in the early part of the 20th century focusing on the relationship between the thought and historical contexts rather than on theoretical developments

intended to target an international audience by including scholarly international research contributing to the field of marketing and by providing examples and insights from markets and companies in europe asia the americas etc a particular focus of this book is on the application of concepts and theories

marketing management the big picture organizes traditional marketing management theory and practice in a conceptually appealing way the use of well known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems the framework constitutes a disciplined approach to connecting marking variables to each other inextricably linking marketing strategy concepts with their executorial implications

leerboek over marketing met verschillende casussen

this text brings managers the latest ideas on branding marketing and strategic change it includes a step by step guide to developing marketing strategies and advice on pricing decisions advertising and communications plans

this new revised and updated third edition includes completely new chapters and extensive new material covering issues such as the changing role of marketing approaches to analyzing marketing capability e marketing branding customer relationship management myopia and the decline of loyalty

market desc caters to a wide range of readers from students and marketing managers to the business researchers keeping in mind their specific needs and wants about the book the book offers a comprehensive coverage of core marketing concepts and their dynamics and strategies

its contemporary integrated presentation and strategy based approach extensively cover critical and fundamental topics required to succeed in the professional arena the summary and end of chapter exercises provided in the book facilitate the recapitulation of the essential terms and concepts to enhance the in depth knowledge and learning experience of the readers the book also contains concise lucid and engaging information supplemented with real life examples in addition it comprises authentic marketing case studies from top mncs to demarcate its presence among other books

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the handbook of marketing presents a major retrospective and prospective overview of the field of marketing and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change the handbook frames assesses and synthesizes the work in the field and helps to define and shape its current and future development it includes contributions from leading scholars in the field and the input of an international and extremely distinguished advisory board of marketing academics the handbook of marketing will be invaluable to advanced undergraduates graduate students and academics in marketing

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Introduction

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