

Marketing Management Kotler Keller 13th Edition

Marketing Management Marketing Management Marketing Management, Global Edition Marketing Management Excerpt from Marketing Management, 15th Global Edition, Philip Kotler and Kevin Lane Keller Marketing management - 14. vydání A Framework for Marketing Management Framework for Marketing Management, A, Global Edition Marketing Management Tif Sup Valuepack: Marketing Management Marketing Management Value Package (Includes Brand You) MARKETING MANAGEMENT (CUSTOM EDITION) Marketing management MARKETING MANAGEMENT; ANALYSIS, PLANNING AND CONTROL Marketing Management Valuepack: Marketing Management Marketing Management Marketing Management + MyMarketingLab Strategic Marketing Planning Instructor's Manual Philip Kotler Philip Kotler Philip Kotler Philip Kotler Philip Kotler Philip, Keller Kevin Lane Philip Kotler Philip Kotler John R. Brooks Philip Kotler Philip Kotler PHILIP & KELLER KOTLER (KEVIN, L.) Philip Kotler JOHN PHILIP AUTOR KOTLER Philip Kotler Philip Kotler Philip Kotler Philip Kotler Thembisani Maphosa Ronald N. Borrieci

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Čtrnácté vydání nejuznávanější učebnice marketingového řízení tzv bible marketingu přináší nejnovější poznatky marketingové teorie a praxe autoři reflektují dramatické změny v marketingovém prostředí zejména ekonomické poklesy a recese rostoucí význam udržitelného a zeleného marketingu rychlý rozvoj technologií využití počítačů internetu a mobilních telefonů významná pozornost je věnována i sociálním médiím a

komunikaci všechna témata jsou aktualizována a doplněna o nové přístupy myšlenky a příklady z praxe na konci kapitol najdete případové studie vysoce inovativních a marketingově úspěšných počinů firem z různých oblastí výklad pokrývá všechna hlavní témata marketing managementu od základů marketingu vytváření marketingových strategií a plánů marketingový výzkum přes navazování dlouhodobých vztahů se zákazníky analýzu spotřebních a b2b trhů brand management produktové cenové distribuční a komunikační strategie až po zajištění úspěšného dlouhodobého růstu

for graduate and undergraduate marketing management courses framework for marketing management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory but the want the flexibility to add outside cases simulations or projects

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appropriate for capstone undergraduate and graduate courses the first edition of marketing management an asian perspective was published when asia was experiencing rapid and sustained growth in mid 1997 asia began to suffer financial and economic troubles which quickly turned into a crisis a major key to asia s recovery is the further development of customer oriented marketing

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