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the concept of value has been at the heart of marketing thought and practice marketers strive to

develop a unique value proposition to satisfy the needs of customers in order to create a differentiated offering to targeted customers be they end consumers or business users it is the unique value delivered by products and services that defines firm s competitive market positioning recent advances in marketing theory have enhanced the interpretation of value in terms of its types manifestations and determinants value in marketing is delivered to customers stakeholders shareholders ecosystems and society while the literature has been unanimously emphasizing the economic interpretation of value measured in money terms marketing has been at the forefront of critical thinking bringing to the fore new meanings and interpretations of value that have unlocked the psychological emotional social and ecological value of products and services to customers it is the marketing thought that has extended the understanding of value in use and has indisputably positioned value in context marketing has developed the notion of value delivered by intangible assets that can create much greater value than the tangible product and or service marketing has unravelled the multi layered nature of value to the customer and thus augmented the meanings and interpretations as well as the analytical and practical potential of this notion consequently we see the need to revisit the concept of value in marketing in order to address its complexity this book sets to provide an insight in the concept of value in marketing in its contemporary interpretation and level of development the aim is to offer an overview of debates and developments in our understanding of value in marketing that can raise the awareness of the scholarly and business communities of its pivotal importance for businesses and consumers value in marketing presents reflections and analysis of value in marketing by consecutive generations of scholars who have made theoretical contribution to the contemporary understanding of the concept its interpretations dimensions and importance the chapters address various issues including customer value development implications and trajectories intra variable and inter variable perspectives of value the importance of the value concept in the international marketing context value developed in networks that is intrinsically associated with knowledge creation in the internationalization meanings and interpretations of value in diverse contexts that help us develop further the dimensions of the concept we trust the book will be of interest to researchers scholars and students in the fields of marketing management and international business and to people who wish to

have a better understand what marketing really brings to consumers

presents a paradigm for the marketing discipline that is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy this book elaborates on this model to provide insight and commentary

part of the new market research in practice series published in association with the market research society

in this book one of the world s leading business consultants offers you a complete blueprint for igniting profitable sustainable growth in your company monique reece introduces the proven start to finish praise process that builds growth through six interrelated steps purpose research analyze implement strategize and evaluate execute she demonstrates how to use fast agile real time planning techniques that are tightly integrated with execution as part of day to day operations how to clarify your company s purpose value to customers and most attractive opportunities how to fix problems in sales and marketing that have persisted for decades and finally measure the real value of marketing how to combine the best traditional marketing techniques with the latest best practices for using social media how to systematically and continually improve customer experience and lifetime value reece s techniques have been proven with hundreds of companies over the past two decades companies ranging from startups to intrapreneurial divisions of the world s largest fortune 500 firms they work and with her guidance they will work for you too

appropriate for students taking an introductory course in marketing at both the college and university levels this text balances theory applications and pedagogy to provide an effective teaching and learning tool the road to marketing aids help students learn link and apply important concepts

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