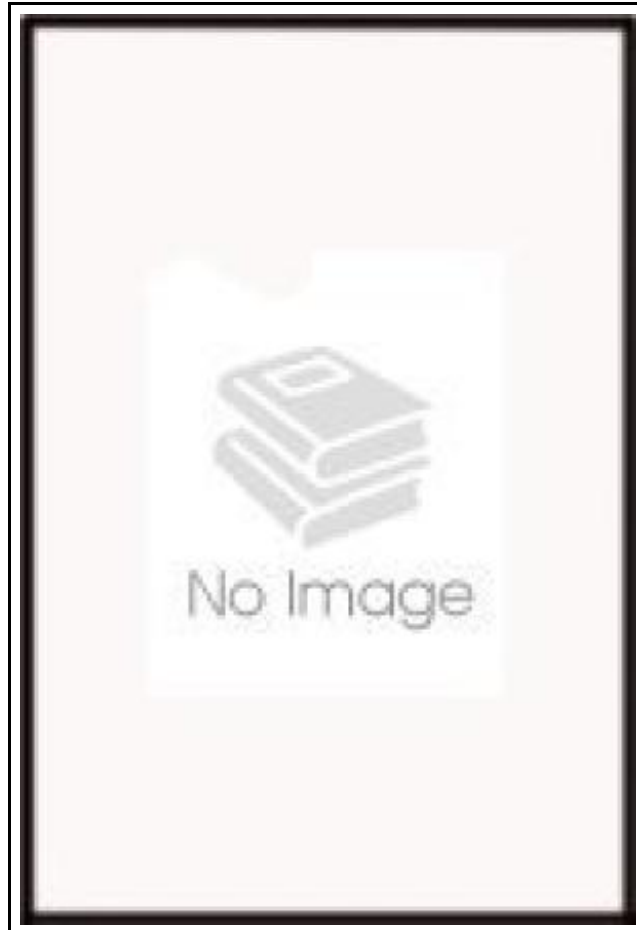


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Elsevier, 2008. Softcover. Book Condition: New. 5th or later edition. Marketing in a nutshell is an easy-to-use quick reference source for non-marketing specialists. Designed as a dip-in guide, this accessible book will be invaluable to general managers, non-qualified marketers and students taking a module in marketing alongside their other studies. Marketing in a nutshell makes the authors' marketing know-how and expert insights accessible to all. Contents:- Foreword; List of tables; List of figures; Understanding the basics of marketing - The discipline of marketing - A marketing orientation - The marketing mix - Marketing: concept, function or process? - Marketing and ethics - World-class marketing; Different types of marketing - Marketing consumer products - Marketing industrial products - Marketing service products - Marketing high-tech products - Marketing capital goods - Trade marketing - Internet marketing - Marketing internationally; Understanding customers - Consumer buying behaviour - Organizational buying behaviour - Market segmentation - International market segmentation; Understanding markets - Marketing information and research - Preparing a market research brief - Auditing a market - Constructing a SWOT - Competitor analysis; Product management - Branding - The product lifecycle - Diffusion of innovation - The Ansoff Matrix - The Boston Matrix - The Directional Policy Matrix - Developing new products; Key elements of positioning - Pricing strategies - Setting a price - Sales promotion - Advertising - Public relations - Sponsorship; Marketing relationships - Relationship marketing - Customer retention strategies - Personal selling - Key account management: understanding the concept - Key account management: Implementing the concept - Channel strategy - Channel management - Customer service strategies - Databases for marketing - M(obile) marketing - Category management - Multi-channel integration - Integrated marketing communication and distribution channels; Management, planning and control - Managing the sales team - Forecasting sales - Marketing planning - Barriers...



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