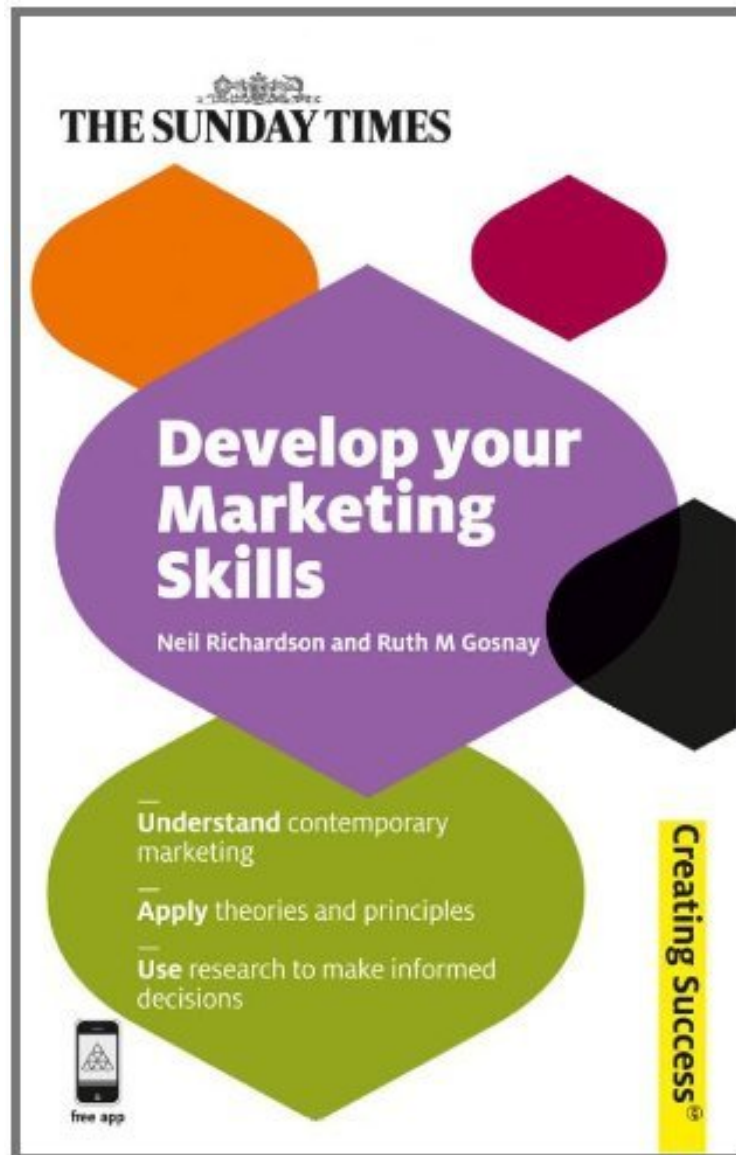


(Library ebook) Develop Your Marketing Skills (Creating Success)

Develop Your Marketing Skills (Creating Success)

Neil Richardson, Ruth M Gosnay
ebooks | Download PDF | *ePub | DOC | audiobook



DOWNLOAD



READ ONLINE

#2322684 in eBooks 2010-11-03 2010-11-03 File Name: B004X4UC5W | File size: 65.Mb

Neil Richardson, Ruth M Gosnay : Develop Your Marketing Skills (Creating Success) before purchasing it in order to gage whether or not it would be worth my time, and all praised Develop Your Marketing Skills (Creating Success):

0 of 0 people found the following review helpful. Create great success....By Phillip Taylor MBECREATE GREAT SUCCESS BY DEVELOPING YOUR MARKETING SKILLS WITH KOGAN PAGEAn appreciation by Phillip Taylor MBE and Elizabeth Taylor of Richmond Green ChambersMarketing is essential to every business, but many

professionals find they don't have the time to get to grips with the basics. *Develop Your Marketing Skills* is a clear, succinct guide which describes how to integrate marketing into the business strategy to improve competitive advantage. You'll learn why marketing is crucial... how to market services... the practice of consumer management... and achieving the 'winning mix': right time, right place, and right quantity. There are sections on how to:

- Use research to make informed decisions
- Learn about product management
- Create a marketing plan

Each chapter ends with a useful section summarising the key points, asking stimulating marketing questions and suggesting relevant activities. This book is definitely a must for you if you want to enter the marketing profession, develop your current marketing knowledge, or run your own business and it really is the tool of your success.

Develop Your Marketing Skills is a user-friendly guide appropriate for business people for whom implementation is the key issue. It outlines the key concepts and principles which govern the subject of marketing, such as product management, market research, communications, market coverage, creating a marketing plan and pricing perspectives. It also gives key insights into how theories and tools work in actual business scenarios, shows you how to improve customer satisfaction and highlights contemporary issues, such as sustainability. There are also summary pages at the end of each chapter containing questions and suggested activities, helping you to revise the basics and increase your confidence. With many of the issues discussed being at the cutting edge of marketing research and practice, *Develop Your Marketing Skills* is a must for anybody wishing to enter the marketing profession, develop their current knowledge further or run their own business.

About the Author Ruth Gosnay teaches at Leeds Business School in the UK. She has extensive experience working for household names in various marketing roles. Neil Richardson teaches at Leeds Business School in the UK. He has private sector experience in sales, marketing and customer service.