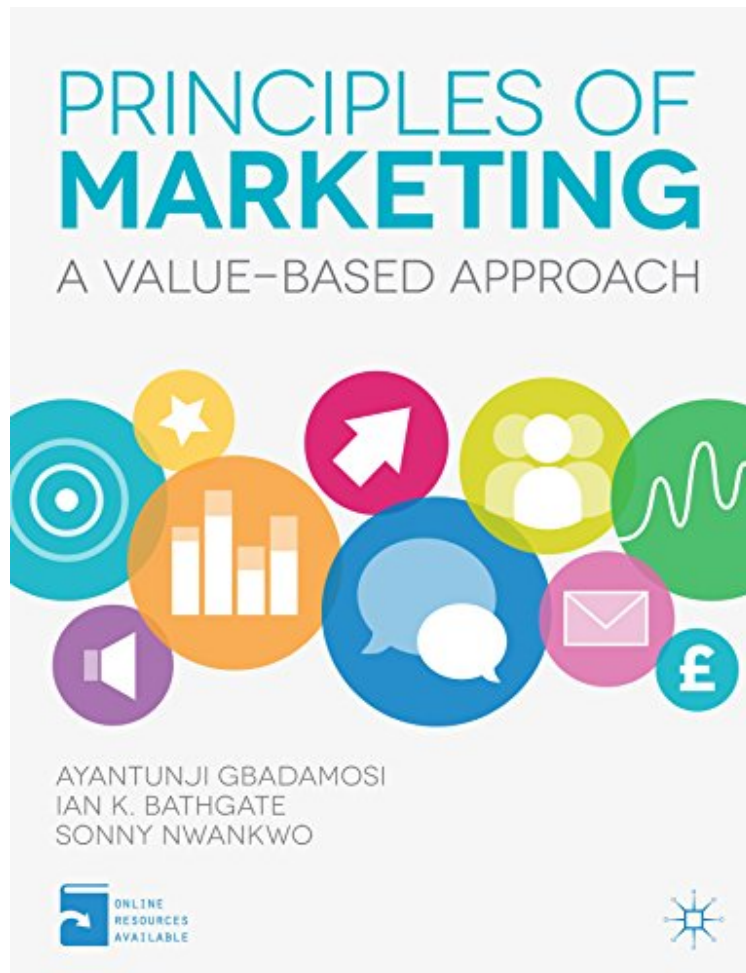


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Principles of Marketing: A Value-Based Approach

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Delivering value to customers is an integral part of contemporary marketing. For a firm to deliver value, it must consider its total market offering ndash; including the reputation of the organization, staff representation, product benefits, and technological characteristics ndash; and benchmark this against competitors' market offerings and prices. In Principles of Marketing each part of the marketing process is explored from the value perspective. The book also looks in detail at the impact of social media upon marketing practices and customer relationships, and the dramatic impact that new technologies have had on the marketing environment. Key Features: * Adopts a value-based approach throughout * Presents the fundamentals of marketing in a clear and concise manner * Fully developed pedagogy to aid student learning * Real-life international case studies show marketing in action * Dedicated chapter on

social media and Internet marketing* ESL feature helps international students get to grips with complex vocabulary Principles of Marketing is an ideal companion for all undergraduate students taking an introductory course in marketing.

From the Back Cover Delivering value to customers is an integral part of contemporary marketing. For a firm to deliver value, it must consider its total market offering including the reputation of the organization, staff representation, product benefits, and technological characteristics and benchmark this against competitors' market offerings and prices. In Principles of Marketing each part of the marketing process is explored from the value perspective. The book also looks in detail at the impact of social media upon marketing practices and customer relationships, and the dramatic impact that new technologies have had on the marketing environment. Key Features: * Adopts a value-based approach throughout* Presents the fundamentals of marketing in a clear and concise manner* Fully developed pedagogy to aid student learning* Real-life international case studies show marketing in action* Dedicated chapter on social media and Internet marketing* ESL feature helps international students get to grips with complex vocabulary Principles of Marketing is an ideal companion for all undergraduate students taking an introductory course in marketing." About the Author Ayantunji Gbadamosi is Senior Lecturer of Marketing and Deputy Leader, Research Group for Marketing and Consumption Practice at the University of East London, UK. Sonny Nwankwo is Professor of Marketing and Director for Research and Enterprise at the University of East London, UK. Ian Bathgate is Principal Lecturer and Field Leader for Strategy, Operations, Marketing, and Management at the University of East London, UK.