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Promotion Management Yazouri Group for Publication and Distribution
Textbook on marketing
????? ???????? Bloomsbury Publishing USA
NEW PRODUCTS MANAGEMENT, 7/E by Crawford and Di Benedetto provides future new product managers, project managers and team leaders with a comprehensive overview of the new product development process including how to develop an effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project.
Personal Selling South Western Educational Publishing
Marketing Strategy and Competitive Positioning 6e deals with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage. The book is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the identification of target markets and the creation of a differential advantage. In doing that, it recognises the emergence of new potential target markets born of the recession and increased concern for climate change; and it examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns. The book is ideal for undergraduate and postgraduate students taking modules in Marketing Strategy, Marketing Management and Strategic Marketing Management.
Supply Chain Management Juta and Company Ltd
The new 9th edition of Sales Management continues the tradition of blending the most recent sales management research with real-life "best practices" of leading sales organizations. The authors teach sales management courses and interact with sales managers and sales management professors on a regular basis. Their text focuses on the importance of employing different sales strategies for different consumer groups, as well as integrating corporate, business, marketing, and sales strategies. Sales Management includes current coverage of the trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. Key changes in this edition include: Updates in each chapter to reflect the latest sales management research, and leading sales management trends and practices An expanded discussion on trust building and trust-based selling as foundations for effective sales management All new chapter-opening vignettes about well-known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in "Sales Management in the 21st Century" boxes An online instructor's manual with test questions and PowerPoints is available to adopters.
Consumers South Western Educational Publishing
Consumers, 2e presents a global, behavioural, eclectic and multi-disciplinary coverage of consumer behaviour. Reviewers praised Consumers as the most current text in the field in the areas of technology, research, and illustrative examples.
Subject Catalog Irwin/McGraw-Hill
Revised edition of Visual merchandising and display, c2012.
Marketing Strategy and Competitive Positioning, 7th Edition McGraw-Hill/Irwin
This text is based on current research findings and is written for students and general readers who want a deeper understanding of this period in German history. It provides a balanced approach in examining Hitler's role in the history of the Third Reich and includes coverage of the economic, social, and political forces that made the rise and growth of Nazism possible; the institutional, cultural, and social life of the Third Reich; the Second World War; and the Holocaust.
Encyclopedia of Management South Western Educational Publishing
Marketing Management Text and Cases, 1/e includes a new collection of cases from Harvard Business School. HBS sets the standard for effective case writing and teaching, and provides here the latest cases in Marketing Management.
Marketing Pearson Education India
This revised edition covers 350 topics in management theories and applications, providing first-hand knowledge of such topics as: aggregate planning; business logistics; productivity measurement; and supply chain management.
Marketing Research McGraw-Hill/Irwin
Analysis for Marketing Planning focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document--the Marketing Plan. Whether studying Marketing strategy or Product/Brand Management decisions, students need to be able to make decisions based from soun
Subject Catalog, 1981 Irwin/McGraw-Hill
The undisputed leader in international marketing, this book pioneered the environmental/cultural approach to the field. It concentrates on explaining how a nation's culture and environment should be central to any marketing strategy. Hot topics are also emphasized, including Strategic International Alliances, Green Marketing, TQM, the Japanese distribution system, NAFTA, the Commonwealth of Independent States, and much more.
Selling Irwin Professional Publishing
Retailing has become a high-tech, global industry. "Retailing Management "covers the latest developments in information technology for retailers. It also covers current trends and practices in international retailing. An interactive website offers additional resources for the reader.
The British National Bibliography Irwin/McGraw-Hill
Outlining 10 steps in the personal selling process—from prospecting for new business to closing a deal—this guide explains the art of the sale. The importance of listening to customers, clarifying the difference between selling a product and a service, and emphasizing the importance of business ethics are revealed. Descriptions of the options available to those seeking a career in sales are included, as is an exploration of the impact of the sales profession on the economy, and a reminder that all jobs require some amount of selling.
Marketing Channels McGraw-Hill/Irwin
Do you know the six stages of successful marketing research? Find out with MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS. Inside you'll learn about all stages, plus how to make them work for you in real-world situations. This textbook continues to be the market leader because of its balanced coverage and its easy-to-understand presentation. Get a solid foundation in class and preparation for the future.
Promotional Strategy McGraw-Hill/Irwin
Includes entries for maps and atlases.
Marketing W/PowerWeb Dog Ear Publishing
Etzel, Walker, Stanton's Marketing, 12th Edition will continue to be a low-cost alternative in a paperback format, now including free access to PowerWeb. It incorporates technology throughout; in-text and boxed examples, chapter opening cases, and part-ending cases. This book was the first to incorporate WWW addresses and in this edition the authors go well beyond that with an in-depth look at how companies are making technology an important part of their successful marketing strategies. The authors have also made it a priority to integrate other important and current themes such as global marketing, customer relationships, small business and entrepreneurship. In this edition, the global marketing chapter was moved to the first part of the book (chapter 3) to introduce its importance early. Global examples and coverage are then integrated throughout. This edition offers a completely new design, a revised supplements package, a new interactive web page and a special package with Annual Edition online.
Retailing Management Routledge
Marketing Strategy 5/e is a flexible, short, paper-back text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing’s cross/inter-functional relationships. This book helps the student integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy.
New Products Management Gale Cengage
Professional Selling: Types, Approaches and Management is an essential guide that covers the role of professional selling as part of an organization’s integrated marketing system. It presents, in detail, the various types of professional selling functions as well as the process of presenting a product to a customer and closing a sale. It describes how a professional salesperson should follow up after a sale in order to maintain customer satisfaction and develop a long-term relationship. This professional reference goes global, too, by discussing sales and negotiation activities in different cultures. The book does more than discuss the steps of selling; it also includes comprehensive information about what it takes to manage key accounts as well as salespeople, especially recruitment, training, compensation, and evaluation. It features exercises, cases, and role-playing to achieve its objectives. Salespeople and managers alike will benefit from the knowledge and guidance provided in Professional Selling: Types, Approaches and Management.
Retailing Irwin/McGraw-Hill
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Professional Selling Pearson UK
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