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References and Further Reading  
Case Acknowledgements; Chapter 6  
Over-Promising, Ethics, and Sustainability; Promises, Promises; The  
Truth is Out There; Honest Guv!; It's Not Easy Being Green; References  
and Further Reading; Case Acknowledgements; Chapter 7 Successful  
Brand Building; Whose Needs are Being Met?; Vive la Difference; Read  
the Signals Jerry; To Boldly Go; What's it Worth?; References and Further  
Reading; Case Acknowledgements; Chapter 8 Finding the Right  
Marketing Space; The Role of Space and Place; Go with the Flow; Right  
Time, Right Place; More than Just Numbers; Mission Critical  
References and Further Reading  
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Communication Heaven; Join Together; Can You Hear Me Now?; Mixing  
it Up; Advertising; Public Relations; Sales Promotion; Sales Force; Direct  
Marketing; Sponsorship; Design/Servicescape; Contact Centres; Media  
Matters; References and Further Reading; Case Acknowledgements;  
Chapter 10 Maverick Marketing; Why Marketing Needs Mavericks; The  
Ways Things Are Done Around Here; A Call to Service; Service Dominant  
Logic; The Foundational Premises of SDL; The New Frontier; References  
and Further Reading; Case Acknowledgements; Glossary  
Acronyms Used  
Index; EULA

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Sommario/riassunto

"This book features a unique blend of core concepts and brief, international case studies in marketing. Each chapter presents a set of core concepts, frameworks, and tools, followed by five or more short, lively international case studies illustrating how the concepts and tools can be applied in the real world. The case studies are specifically designed to encourage readers to pursue additional independent research and to encourage them to articulate and defend their decisions. Throughout, the emphasis is on the reader as a marketing professional in the thick of it and responsible for the decisions they make"--

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