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Nota di contenuto	1 What do Marketers do? -- 2 The Marketing Environment -- 3 Consumer and Buyer Behaviour -- 4 Segmentation, Targeting and Positioning -- 5 Market Research -- 6 Products, Branding and Packaging -- 7 Pricing Strategies -- 8 Distribution -- 9 Marketing Communications and Promotional Tools -- 10 Marketing Planning, Implementation and Control -- 11 Services Marketing -- 12 Sustainable Marketing -- Glossary -- Index.
Sommario/riassunto	Essentials of Marketing, sixth edition, provides an accessible, lively and engaging introduction to marketing. Taking a practical, tactical approach, the authors cover traditional marketing techniques and theories, as well as offering the most up to date critical perspectives. Using contemporary case studies, in-chapter examples and suggestions for further reading the book provides everything an undergraduate or CIM student needs to excel in their discipline. The book is further complemented by a full range of online resources, including video cases, self-test questions, power-point slides and an instructor's manual. Professor Jim Blythe is the author of eighteen textbooks and over fifty journal articles. A former sales manager and marketing consultant, he has taught at universities in the UK, France, Germany, Japan and Zambia. He is widely travelled, and holds a private pilot's licence. Jane Martin is a senior lecturer in Marketing and

Marketing Programme Leader at the University of Chester. She has taught in Universities in the UK and China and has previously been a company director and worked in business-to-business marketing. She has also been a member of the Chartered Institute of Marketing for a number of years.
