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Altri autori (Persone)	JainAbhinandan K
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Plan""; ""Implementation and Control""; ""Summary""; ""References""; ""4. How to Plan Information Products and Services Policy""
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""Revising Prices""; ""Summary and Conclusions""; ""References""; ""6. How to Promote Information Products and Services""; ""Promotiona€? The Fourth 'P'""; ""Promotion Methods""; ""Promotion Activities""; ""How to Develop a Communication Programme""
""Conclusion""""Guidelines for Promotion""; ""How to Develop a Communication Programme (An Example)""; ""References""; ""7. How to Conceive, Design and Introduce New Information Products and Services""; ""Introduction""; ""Specifying Strategic Objectives of New Products/Services""; ""Generating New Product/Service Ideas"";
""Screening New Product/Service Ideas""; ""Developing Product/Service Concept (Offer Development)""; ""Refining and Testing Product/Service Concept""; ""Designing the Product/Service""; ""Product Testing"";
""Analysis of Commercial Feasibility""
""Developing Marketing Strategy and Plan""""Test Marketing"";
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""8. How to Conduct Marketing Research for Marketing of Information Products and Services""; ""Introduction""; ""Preparing the Research Brief""; ""Developing a Research Plan""; ""Short Descriptions of Selected Research Designs""; ""Summary and Conclusions""; ""References""; ""9. Preparing the Organization for Marketing of Information Products and Services""; ""Background""; ""Assessing/Auditing an Organization's Service Quality""; ""Preparing People for Change""
""Strategies for Making Changes in Staff""