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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures and Tables; List of Abbreviations; Preface; Chapter 1 - Knowledge and the Organisation; Chapter 2 - Marketing and the Application of Knowledge; Chapter 3 - The Advent of E-commerce; Chapter 4 - Mapping Knowledge Systems; Chapter 5 - Internal Competence; Chapter 6 - Knowledge-based Positioning; Chapter 7 - Constructing Knowledge Plans; Chapter 8 - Product Knowledge and Innovation; Chapter 9 - Knowledge Prvision Through Promotion; Chapter 10 - Pricing and Distribution; Chapter 11 - Managing Services and Customer Relationships; Chapter 12 - Process Implementation References Index
Sommario/riassunto	Drawing upon various published sources and by the use of case materials, this text shows readers how knowledge can be utilized to underpin and enhance the marketing management function within organizations.

