

1. Record Nr.	UNINA9910454288303321
Autore	Moutinho Luiz
Titolo	Problems in marketing [[electronic resource].] : applying key concepts and techniques / / Luiz Moutinho & Charles Chien
Pubbl/distr/stampa	Los Angeles, [Calif.] ; ; London, : SAGE, c2008
ISBN	0-7619-7178-5 1-282-02063-3 9786612020636 1-84920-262-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (337 p.)
Altri autori (Persone)	ChienCharles S
Disciplina	658.8
Soggetti	Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Chapter One: Environmental Scanning; Chapter Two: Consumer Behaviour; Chapter Three: Marketing Research and Market Forecasting; Chapter Four: Strategic Marketing; Chapter Five: Positioning, Product and Pricing; Chapter Six: Pricing; Chapter Seven: Integrated Marketing Communication; Chapter Eight: Internet Marketing; Chapter Nine: Sales and Distribution Management; Chapter Ten: International Marketing; Chapter Eleven: Issues and Trends; Index
Sommario/riassunto	Fully revised & updated, 'Problems in Marketing' includes over 50 new problems. The text covers a wide range of marketing practice, each problem concentrating on a single concept or technique of marketing management.