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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Marketing, Sales and Pricing: Introduction -- Chapter 2: Marketing Management as Part of the Corporate Strategy -- Chapter 3: Marketing Concepts -- Chapter 4: B2B and B2C Marketing -- Chapter 5: Sales Management -- Chapter 6: Economic Pricing, 3C-Pricing and Cost-Estimation Concepts -- Chapter 7: Value-based and Cost based Pricing Concepts -- Chapter 8: Service Marketing and Service Sales Management -- Chapter 9: Marketing-Mix -- Chapter 10: Market Segmentation, Targeting, Differentiation and Positioning -- Chapter 11: Direct and Indirect Marketing, Sales Promotion, and Public Relations -- Chapter 12: Selling Concepts -- Chapter 13: Pricing Strategies and Discount Policy -- Chapter 14: Sales Channels and Sales Partners -- Chapter 15: Innovation Management and New Product Launches -- Chapter 16: International Marketing and Sales -- Chapter 17: Market Research -- Chapter 18: Supply Chain Management and Distribution Channels -- Chapter 19: Promotion and Advertising Strategies -- Chapter 20: Lean Management and Pull as Part of the Marketing

Strategy -- Chapter 21: Change Management for Marketing and Sales Activities -- Chapter 22: Artificial Intelligence (AI) and Cyber Tools in Marketing and Sales -- Chapter 23: Sales Management Negotiations -- Chapter 24: Outlook 2030 for Marketing and Sales.

Sommario/riassunto

The increasing interconnection and the unlimited exchange of data and information has led to a maximized transparency of globally offered and sold products and services. The desires, needs and wants of the consumer are the critical issues today in creating new or offering existing products and services. This book outlines successful marketing and sales strategies with a clear focus on practical relevance. It provides a systematic overview and description of selling, pricing and negotiation concepts which enable the reader to apply the best-case scenario in their company. Tools such as the marketing mix or marketing strategies are well explained for practical application in industry. The book also integrates elements of change, lean and innovation management as drivers for performance excellence. Featuring industry case studies, this book is a practical guide for marketing professionals, academics and policy makers to enable enterprises to achieve long-term competitive advantages through best-in-class marketing, sales and pricing activities.
