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Nota di contenuto	General principles of marketing -- Marketing planning and marketing research -- Marketing goals -- Marketing strategy -- Marketing instruments -- Development of a cohesive marketing concept -- Marketing controlling -- Marketing organization.
Sommario/riassunto	This book introduces the fundamentals of marketing and is consistently oriented to the following guiding ideas: Ensuring a consistent transfer of theoretical approaches into practical implementations throughout all chapters. Integration of a variety of examples in order to make marketing directly comprehensible at all times. Clear presentation of goals, strategies, instruments and psychological explanations of marketing. A marketing book that has been consistently developed with and for its target group. The Author Prof. Dr. Ralf T. Kreutzer is Professor of Marketing at the Berlin School of Economics and Law as well as a marketing and management consultant, trainer and coach. He spent 15 years in various management positions at Bertelsmann, Volkswagen and Deutsche Post before being appointed Professor of Marketing in 2005. This book is an adapted translation of the original German 6th edition Praxisorientiertes Marketing by Ralf T. Kreutzer, published by Springer Fachmedien Wiesbaden GmbH, part of Springer Nature, in 2022. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). The

present version has been revised primarily in terms of content by the author, so that the book will read stylistically differently from a conventional translation.
