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Autore	Williams Alison
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Descrizione fisica	1 online resource (xxv, 241 pages) : illustrations
Collana	Gale eBooks
Disciplina	658.8
Soggetti	Direct marketing Sales promotion Sampling Branding (Marketing)
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	Contents; List of case studies; Foreword; Preface; Introduction; What FM is, the FM disciplines and what FM does; Who uses FM?; How to use this book; What is not in this book; Part 1 Principles; 1 Starting with the customer; 2 The business and marketing purpose behind FM; 3 What FM is and what it can do; 4 The FM sales discipline; 5 The FM merchandising discipline; 6 The FM auditing discipline; 7 The FM sampling and demonstrating discipline; 8 The FM experiential marketing, roadshows and events discipline; 9 The FM mystery calling and shopping discipline; 10 Ancillaries 1; 11 Ancillaries 2 Part 2 Practice 12 How and when to use FM; 13 FM in operation; 14 Measuring FM's success - ROI; 15 How to select an FM agency as a partner; 16 Maximizing the FM budget; 17 The law, staff pay, health and safety; 18 FM practice in the international arena; 19 Face-to-face sales - in-house; Further information; Glossary of abbreviations; References and further reading; Index
Sommario/riassunto	The Handbook of Field Marketing reveals the best techniques to ensure

profitable brand maximization for your company's products Crammed with self study questions, case studies, and proven advice for success, the book offers a blueprint for best practice, enabling you to undertake robust, rigorous and meaningful brand research.
