

1. Record Nr.	UNINA9910809963603321
Autore	Dibb Sally <1963->
Titolo	Marketing briefs : a revision study guide // Sally Dibb and Lyndon Simkin
Pubbl/distr/stampa	Amsterdam ; ; Oxford, : Elsevier Butterworth-Heinemann, 2004
ISBN	1-136-38051-5 1-281-05248-5 9786611052485 0-08-047921-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (377 p.)
Altri autori (Persone)	SimkinLyndon <1961->
Disciplina	658.80076
Soggetti	Marketing Marketing - Study and teaching Marketing - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: Oxford : Butterworth-Heinemann, 2001.
Nota di bibliografia	Includes bibliographies and index.
Nota di contenuto	Marketing Briefs: A Revision and Study Guide; Copyright; Contents; Preface; About the Authors; About the Briefs; The Marketing Briefs; 1 Defining Marketing; 2 Relationship Marketing; 3 Marketing Orientation; 4 The Marketing Environment; 5 PEST and SWOT Analyses; 6 Consumer Buying Behaviour; 7 Business-to-Business Buying Behaviour; 8 Customer Relationship Management (CRM); 9 Marketing Research; 10 Forecasting in Marketing; 11 Market Segmentation; 12 Targeting; 13 Brand and Product Positioning; 14 Branding; 15 Products; 16 The Product Life Cycle (PLC); 17 Product Portfolios; 18 Packaging 19 Service Products 20 Advertising; 21 Public Relations; 22 Sponsorship; 23 Personal Selling and Sales Management; 24 Sales Promotion; 25 Direct Mail; 26 Direct Marketing; 27 The Internet; 28 Marketing Channels; 29 Wholesaling and Physical Distribution Management (PDM); 30 Pricing Concepts; 31 Setting Prices; 32 The Marketing Mix; 33 Marketing Strategy; 34 Competitive Forces and Strategies; 35 Competitive Advantage; 36 Marketing Planning; 37 Implementation and Controls; 38 The Marketing Audit; 39 Performance Measures in Marketing; 40 Internal Marketing; 41 International Marketing

42 Consumer Marketing; 43 Business-to-Business Marketing; 44 The Marketing of Services; 45 Non-Business Marketing; 46 Retail Marketing; 47 Social Responsibility in Marketing; 48 Marketing Ethics; 49 Value-Based Marketing; 50 One-to-One Marketing; Answers to Questions in the Marketing Briefs; Revising for Examinations: Tips and Guidance; Specimen Examination Papers and Answer Guides; Glossary of Key Terms; Index

Sommario/riassunto

This revised and updated second edition of Marketing Briefs: a revision study guide gives every marketing student the most comprehensive collection of definitive overviews of every key concept in the subject. The text itself is organized into short structured chapters, the Briefs, each including: * Core definitions * A bulleted key point overview * Thorough yet concise explanation of the concept and primary issues * Illustrative examples * A selection of examination style case, essay
