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Altri autori (Persone)	KourdiJeremy
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Marketing Century; CONTENTS; Introduction (Rod Wilkes); 1 Strategic Marketing (Don Peppers and Martha Rogers); 2 Market Segmentation (Malcolm McDonald); 3 Innovation (John Saunders and Veronica Wong); 4 Digital Marketing (Philip Sheldrake); 5 Sales and Business Development (Beth Rogers); 6 Customer Relationship Management (Merlin Stone); 7 Branding (Graham Hales); 8 Advertising (Jonathan Gabay); 9 Public Relations (Paul Mylrea); 10 Internal Marketing (Keith Glanfield); 11 Marketing and Sustainability (John Grant); 12 Social Marketing (Veronica Sharp); Index
Sommario/riassunto	Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex and valuable than ever. It explains:The three forces shaping the past, present and future of mar

