

1. Record Nr.	UNINA9910825314203321
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Titolo	The marketer's handbook [[electronic resource] ] : reassessing marketing techniques for modern business // Laurie Young
Pubbl/distr/stampa	Chichester, West Sussex, U.K. : Wiley, 2011
ISBN	1-119-20660-X 1-283-40509-1 9786613405098 1-119-97352-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (518 p.)
Classificazione	BUS058000
Disciplina	658.8
Soggetti	Marketing Industrial management Màrqueting Direcció d'empreses Llibres electrònics
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(p. [469]-477) and index.
Nota di contenuto	THE MARKETER'S HANDBOOK: Reassessing Marketing Techniques for Modern Business; CONTENTS; PREFACE; THE BLIND MEN AND AN ELEPHANT; WHAT'S IN AND WHAT'S NOT; THE RATINGS; Alphabetical Entries; IN CONCLUSION; REFERENCES; INDEX
Sommario/riassunto	This book, written by a senior marketer with over thirty years experience of using marketing techniques and concepts, sets out to describe, contextualize and rate them. Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively. Its conclusion is that seasoned professionals must use their judgement about when and how to use them, but they also need to understand them in depth if they are going to make well-rounded, effective investment decisions. Above all it asks: "how useful and relevant is this concept? Will it improve dec