

1. Record Nr.	UNINA9910955385403321
Autore	Moore Karl <1955->
Titolo	Marketing : the basics // Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-135-22590-7 1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Classificazione	85.40
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - Management
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	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI

