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| Autore                  | Forsyth Patrick   |
| Titolo                  | Demystifying marketing : a guide to fundamentals for engineers // Patrick Forsyth   |
| Pubbl/distr/stampa      | London, : Institution of Engineering and Technology, 2007   |
| ISBN                    | 1-281-97106-5<br>9786611971069<br>1-61583-325-0<br>0-86341-706-X  |
| Descrizione fisica      | 1 online resource (218 p.)  |
| Collana                 | IET management of technology series ; ; 23  |
| Disciplina              | 620.00688<br>624.0688<br>658.8002462  |
| Soggetti                | Engineering services marketing<br>Marketing   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.   |
| Nota di contenuto       | Contents; Preface; Acknowledgements; PART I An overview of marketing; 1 Marketing in context; 2 The marketing domain; PART II Fundamental issues; 3 Product considerations; 4 Pricing policy and tactics; 5 Market research and information; 6 Routes to market: distribution channels and methodology; PART III Strategy and marketing planning; 7 Marketing strategy; 8 Marketing planning; 9 Coordination and control; PART IV Marketing communications; 10 How people buy; 11 Marketing communications: the role and workings of different methods; 12 Additional persuasive influences; Afterword; Index |
| Sommario/riassunto      | This book is a comprehensive and accessible book covering all key marketing matters, with an emphasis on practicality and why marketing is important in engineering. Aimed primarily at non-marketing people wanting clarification of marketing's purpose, role and methods, it can provide major influence to the process of building a marketing culture within an organisation in a way that positively influences results in the marketplace. Practitioners too can benefit from the book's clear   |

explanations and the practical view it takes of the necessity for marketing and its implementation.

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