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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.
