

1. Record Nr.	UNINA9911034936703321
Autore	Bruhn Manfred
Titolo	Principles of Marketing : A Comprehensive Introduction for Students and Practitioners / / by Manfred Bruhn
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer, , 2025
ISBN	3-658-45834-8
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (292 pages)
Collana	Business and Management Series
Disciplina	658.8
Soggetti	Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Marketing Planning -- Strategic Marketing -- Marketing Research -- Product and Pricing Policy -- Communication and Sales Policy -- Marketing Organization -- Marketing Controlling.
Sommario/riassunto	Learn about the principles of marketing – a comprehensive introduction for students and practitioners. This book is an English translation of a German textbook. It conveys the fundamental principles of marketing and consistently draws on practical experience. This application-oriented approach enables readers to analyze marketing problems and develops solutions independently. The book has proven itself in German-speaking countries (Germany, Switzerland, Austria) for decades. It provides an overview of central concepts, methods, and instruments of marketing and is extremely useful for students, lecturers, and practitioners. Content Marketing as a Management Process Strategic Marketing Market Research Product and Pricing Policy Communication and Sales Policy Marketing Organization and Controlling. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.