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Titolo	Principles of Marketing : A Comprehensive Introduction for Students and Practitioners / / by Manfred Bruhn
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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.