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Nota di contenuto

Cover; Half Title; Title Page; Copyright Page; Dedication; Table of Contents; List of tables and figures; Acknowledgments; Contributors; 1. Demarketing: an overview of the antecedents and current status of the discipline; 2. Synchromarketing; 3. Synchromarketing: demarketing places; 4. Countermarketing in a wicked problem context - the case of cocaine; 5. Counter-marketing case studies; 6. General demarketing; 7. General demarketing case study; 8. Selective demarketing: a value destruction approach; 9. Selective demarketing: case study - Frizzell Insurance
10. Ostensible demarketing: the power of prohibition
11. Ostensible demarketing case study; 12. Unintentional demarketing; 13. "Unintentional demarketing" in higher education; 14. Demarketing and marketing: a conceptual discussion; Index

Sommario/riassunto

<P>We all understand the basic principles underpinning marketing activity: to identify unfulfilled needs and desires and boost demand for the solutions a product is offering. The mantra is always "sell more". De-marketing tries for the very opposite. Why would a company actively try to decrease demand?</P><P>There are many good reasons to do so: a firm cannot supply large enough quantities, or wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those that could be bad for brand reputation, or in the case of the finance sector, high r
