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Nota di contenuto	MARKETING COMMUNICATION PRINCIPLES AND PRACTICE; Copyright; Contents; List of figures; List of case studies; List of boxes; List of tables; Structure of the book; Preface; Chapter 1 An introduction to marketing communication; Learning points; Introduction; The marketing task; Marketing, consumption, and communication; Marketing as a management technology: micro-marketing; Marketing as a social process: macro-marketing; Weaknesses in traditional textbook explanations of marketing; Weaknesses in traditional textbook explanations of marketing communication The contrived evolution of human communication technologiesWhat do you think?; Rationale for the book; Further reading; Chapter 2 A communication concept for communicating; Learning points; Introduction; The orthodox view of marketing communication; Three perspectives on messages; Communicator characteristics; Zones of meaning; Communication networks; Communication and culture; What do you think?; Further reading; Chapter 3 Consumer behaviour and communication; Learning points; Introduction; People as consumers; Theories of purchase behaviours; How can we explain buyer behaviour? The purchase decision-making processSome further key concepts;

Mindfulness; The appreciative system; Diffusion of innovations; Personal influence and opinion leaders; Corporate buying behaviour; Implications for managers; What do you think?; Further reading; Chapter 4 Marketing communication ideology; Learning points; Introduction; Communication is relational; Communication as a mode of exchange; Marketing communication in the value-creating system; Cooperation, collaboration, competition; Marketing communication objectives; Messages; Market education; Response to marketing action What do you think?Further reading; Chapter 5 Managing with stakeholders in mind; Learning points; Introduction; The marketing environment; Audiences, markets, and publics; Stakeholding; Do we have a stakeholder society in the UK?; The third- and fourth-wave society of the new millennium; The inclusive company; Managing with stakeholders in mind; Corporate community; Concepts of communication and communication purpose; Marketing channels and networks; What do you think?; Further reading; Chapter 6 Intercultural communication; Learning points; Introduction; Culture and marketing Culture as communicationCross-cultural consumer behaviour; International strategies; International advertising; What do you think?; Further reading; Chapter 7 The marketing mix as social communicator; Learning points; Introduction; The elements of the modern marketing mix; The traditional communication tools; Buyer state; Communicating in marketing channels; Investing in word-of-mouth promotion; Consumer vs. business to business; Choosing communication activities; Beyond the 4 Ps; What do you think?; Further reading; Chapter 8 The brand communicator; Learning points; Introduction Cognitive response to marketing interventions

Sommario/riassunto

Providing a fresh and innovative framework for the management of marketing communication processes, this textbook uses references to communication studies, cultural studies and critical management studies to shift the focus from message-making to relationship-building. Providing a contemporary examination of marketing as a social process, author Varey focuses on a planned, integrated marketing communication programme. He combines a managerial perspective with current communication and marketing theory, to develop a contemporary set of principles, incorporating such recent developments
