Record Nr. UNISA996339137103316 Autore Armstrong Michael <1928-> Titolo A handbook of management techniques [[electronic resource]]: a comprehensive guide to achieving managerial excellence and improved decision making / / Michael Armstrong London, : Kogan Page, 2006 Pubbl/distr/stampa **ISBN** 1-280-71040-3 9786610710409 1-4294-1383-2 0-7494-4960-8 Edizione [3, Revised] Descrizione fisica 1 online resource (657 p.) Disciplina 658 658.4 Soggetti Business Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Contents: List of Figures: List of Tables: Preface to the RevisedThird Nota di contenuto Edition; 1 Introduction: Management Techniques; 2 Marketing Management: An Overview: 3 Product Life-cycle Analysis: 4 Pricing: 5 Positioning; 6 Segmentation; 7 Target Marketing; 8 Promotion; 9 Distribution; 10 Marketing Information Systems; 11 Buying Behaviour Analysis; 12 Marketing Research; 13 Desk Research; 14 Field Research; 15 Qualitative Research; 16 Sales Forecasting; 17 Marketing Planning; 18 Product Planning; 19 Sales Planning; 20 Web Marketing; 21 Relationship Marketing; 22 Database Marketing 23 Marketing Control24 Sales Control; 25 Operations and Products; 26 Operations Strategy; 27 Using Operations to Gain a Competitive Advantage; 28 Product Design; 29 Product Planning; 30 Developing New Products; 31 Quality Management; 32 Total Quality Management; 33 Quality Control; 34 Forecasting; 35 Defining the Process; 36 Process

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business students, this is a guide to modern management techniques. This work includes 100 analytical methods used by managers to assist in decision-making and to improve efficiency and effectiveness. The techniques contained here cover various fields of modern management.