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Autore	Gozzi, Gustavo	
Titolo	Democrazia e diritti : Germania : dallo Stato di diritto alla democrazia costituzionale / Gustavo Gozzi	
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Titolo	Demarketing // edited by Nigel Bradley and Jim Blythe
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2014
ISBN	0-415-81648-3 0-203-59120-8 1-135-07041-5 1-135-07042-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (445 p.)
Altri autori (Persone)	BlytheJim BradleyNigel <1958->
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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
