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KnowThis: Marketing Basics, 2nd Edition



Synopsis

KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications (œappsœ •), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

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Customer Reviews

I work as marketing and sales manager and after i read this book I understood too many issues that I did not know before. I want to thank to this author Paul Crist that gave me the key to work well and to make my marketing activity more fertile. I advise to all who are interested in marketing and who wants to improve his knowledge to obtain this book. It's really well written and all marketing topics are explained in detail, with simple language and with many true cases :)

Purchased for my Principles of Marketing class and found it full of very good information. Loved that it connected the information with real life examples of large, well known companies.

Terrific for students, teachers and marketing practitioners alike. Has been adopted at the Institute of Advanced Business Studies www.iabs.edu.au

Would like to see a full blown Marketing Plan Example taken from start to finish. Otherwise GREAT intro to a very broad subject.

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