



Marketing Principles

By Gopal Iyer

Barcharts, United States, 2010. Poster. Condition: New. Language: English . Brand New Book. Business students and professionals, self-made entrepreneurs and corporate players can use this reference tool to make the grade in marketing courses or keep concepts and their details in order in the busy pace of the working business world. The most important core concepts are explained and options behind those concepts are concise and easy to review being expertly written to offer more answers per page than any publication you ve read before. In 6 laminated pages you can quickly review to boost that test score or refresh your memory on organizational buying. Topics covered include: Foundations - Basic ConceptsMarketing Strategy PlansMarketing Information SystemsUnderstanding Consumer BehaviorUnderstanding Organizational BuyingMarket Segmentation, Targeting PositioningProduct Brand StrategyServices MarketingDistribution LogisticsPromotion DecisionsPricingInternational MarketingPromotion Decisions.



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