

<<Marketing Management>>

图书基本信息

书名：<<Marketing Management 12th ed.营销管理>>

13位ISBN编号：9780131968530

10位ISBN编号：013196853X

出版时间：1970-1

出版时间：7-09999

作者：PHILIP

页数：372

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Marketing Management>>

内容概要

This is a special international edition of an established title widely used by colleges and universities throughout the world Pearson Education International published this special edition for the benefit of students outside the United states and Canada. If you purchased this book within the United States or Canada you should be aware that it has been wrongfully imported without the approval of the Publister or the Author.

<<Marketing Management>>

书籍目录

Preface xxix
PART1 Understanding Marketing Management Chapter 1 Defining Marketing for the 21st Century
Chapter 2 Developing Marketing Strategies and Plans
PART2 Capturing Marketing Insights Chapter 3 Gathering Information and Scanning the Environment
Chapter 4 Conducting Marketing Research and Forecasting Demand
PART3 Connecting with Customers Chapter 5 Creating Customer Value, Satisfaction, and Loyalty
Chapter 6 Analyzing Consumer Markets Chapter 7 Analyzing Business Markets Chapter 8 Identifying Market Segments and Targets
PART4 Building Strong Brands Chapter 9 Creating Brand Equity Chapter 10 Crafting the Brand Positioning
Chapter 11 Dealing with Competition
PART5 Shaping the Market Offerings Chapter 12 Setting Product Strategy
Chapter 13 Designing and Managing Services Chapter 14 Developing Pricing Strategies and Programs
PART6 Delivering Value Chapter 15 Designing and Managing Value Networks and Channels
Chapter 16 Managing Retailing, Wholesaling, and Logistics
PART7 Communicating Value Chapter 17 Designing and Managing Integrated Marketing Communications
Chapter 18 Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations
Chapter 19 Managing Personal Communications: Direct Marketing and Personal Selling
PART8 Creating Successful Long-Term Growth
Chapter 20 Introducing New Market Offerings Chapter 21 Tapping into Global Markets Chapter 22
Managing a Holistic Marketing Organization
Appendix A1 Glossary G1 Image Credits Name Index Company, Brand, and Organization Index Subject Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>