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1: marketing and its environment 2: target markets 3-6: product, price, distribution, promotion 7: marketing in special fields 8: managing the marketing effort The first two parts are

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dealing with the context (the 'playground') and where to start from (the consumer's side), if we are to be interested in marketing at all.

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Illustrated third edition of a tertiary level textbook, originally published in Australia in 1985. The text is an Australian adaptation of the ninth edition of 'Fundamentals of Marketing' published in the US and uses the Australian environment to give analysis, insight and examples of marketing theory and practice. Each chapter includes a list of chapter goals, a summary, a list of key terms and discussion questions which require the application of text material. Includes 39 case studies providing students with an opportunity for problem analysis and decision making. The textbook is the central element in a complete package of teaching and learning resources. Includes a glossary, name index and subject index.

This text provides coverage of the managerial approach to marketing fundamentals, stressing the importance and necessity of a customer-oriented approach. Each chapter features international and ethical references, as well as managerial perspectives.

This long awaited fourth edition will once again provide contemporary coverage of the customer-oriented, managerial approach to marketing principles and practice within the Pacific Region. The text continues to present Marketing as a total, integrated system of business. Looks at global marketing, services marketing and more.

Stanton's "Fundamentals of Marketing" has long been distinguished by its balanced, contemporary coverage of the managerial approach to marketing fundamentals. Thoroughly updated and revised to reflect the rapidly changing landscape of marketing, this classic text continues to be distinguished by its readability, balanced coverage, and high-interest examples. State-of-the-art coverage in this edition includes relationship marketing, value marketing, ISO 9000, database marketing, and the technological developments that have reinvented marketing practice in the 1990s, such as Internet and World Wide Web marketing. - Publisher.

Focusing on the environment, market research, buyer behavior, cyber marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused teaching materials currently available. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing e-marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, The Essentials of Marketing Management builds on successful earlier editions to provide a solid foundation to understanding this core topic. An extensive companion website, featuring a vast and rich array of supporting materials, including extended cases and multiple choice questions is available at: <http://cw.routledge.com/textbooks/9780415553476/>

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