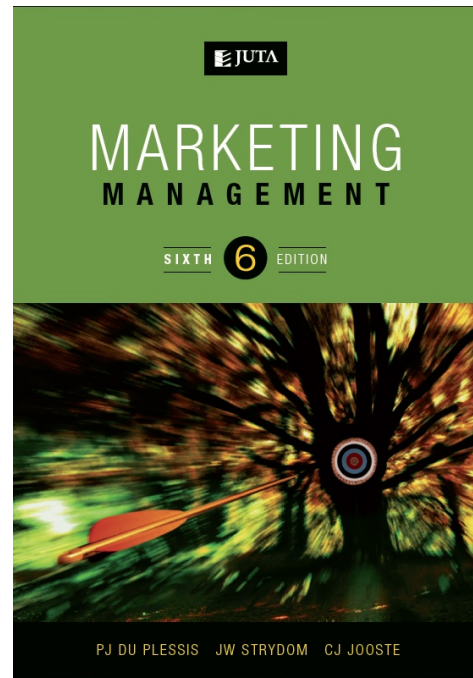


Marketing Management

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About this Publication:

Marketing Management takes a fresh look at topics such as the architecture of marketing, integrated marketing communication and the identification of target markets. Core topics such as product and services, wholesaling and retailing, distribution, global marketing and pricing strategies are, of course, also dealt with. It includes all-new chapters on customer interface management, branding decisions, digital marketing communications, customer value and retention, and measuring and managing the return on marketing investment.

Marketing Management has been widely prescribed for more than 20 years. This edition – containing the most recent and relevant research – is sure to remain the market leader, particularly within the South African context.

Key Features:

- Well-researched case studies
- Numerous examples to explain marketing theory, many of which are taken from South African companies
- Extended marketing mix is discussed where relevant and not as a separate topic
- Focus on customer satisfaction as well as on accessing and using information in decision making
- Support material for adopting institutions.

Contents Include:

PART 1: MARKETING SENSING

- Chapter 1:** Marketing architecture
- Chapter 2:** The market environment
- Chapter 3:** Buyer behaviour
- Chapter 4:** Identification of target markets
- Chapter 5:** Information for decision making

PART 2: MARKETING STRATEGIES

- Chapter 6:** Products and services
- Chapter 7:** Branding decisions
- Chapter 8:** Pricing decisions
- Chapter 9:** Integrated marketing communication
- Chapter 10:** Customer interface management
- Chapter 11:** Digital marketing communication
- Chapter 12:** The distribution decision
- Chapter 13:** Wholesaling and retailing in South Africa
- Chapter 14:** Customer value and retention
- Chapter 15:** Global marketing

PART 3: MANAGING THE MARKETING EFFORT

- Chapter 16:** Marketing planning and implementation
- Chapter 17:** Measuring and managing return on marketing investment

Of Interest and Benefit to:

Students of Marketing Management