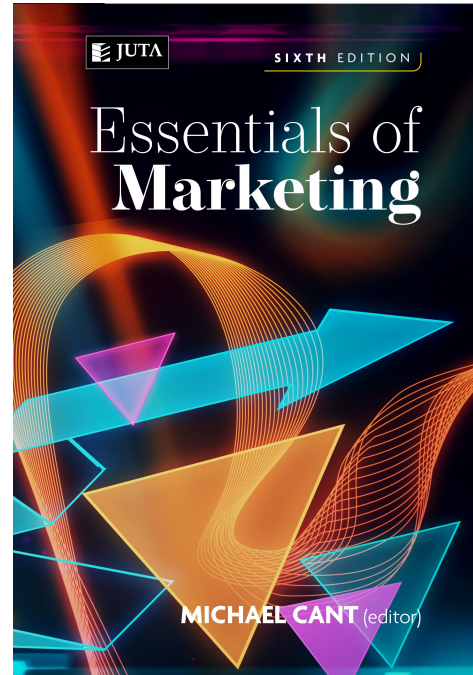


Essentials of Marketing

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About this Publication:

This edition of Essentials of Marketing has a hands-on approach, giving practical explanations of the marketing principles in a business. A number of fundamental aspects of marketing are explained in a logical and understandable way, from the environment in which a business operates to the development of an integrated marketing strategy.

New Chapters

- Segmenting business markets, choosing target markets and positioning products
- Services marketing

Key Features

- Test yourself questions
- Support Material
- MCQs
- Powerpoint slides
- Case studies

Contents Include:

Chapter 1: The basics of Marketing
Chapter 2: The marketing environment
Chapter 3: The international marketing environment
Chapter 4: Marketing research
Chapter 5: Consumer behaviour
Chapter 6: Market segmentation, targeting and positioning
Chapter 7: Segment business markets, choosing target markets and positioning products
Chapter 8: Integrated marketing
Chapter 9: Strategic marketing
Chapter 10: Services marketing

Of Interest and Benefit to:

- Undergraduates and postgraduate marketing students
- Entrepreneurs, business and marketing executives as well as business consultants