

Essentials of Marketing

Edition: 6th Edition

Publication date: 2020 Author/Editors: Cant, MC

ISBN: 9781485131168

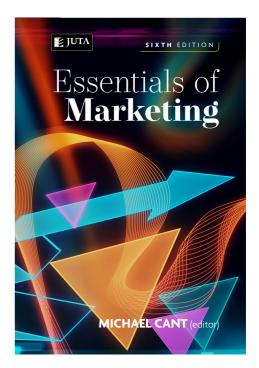
Format: Soft Cover

Number of Pages: 256

Retail price: R307.00 (incl. VAT, excl.

delivery.)

Website Link: juta.co.za/pdf/28240/



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
- MCOs
- 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