

Marketing Management: A South African Perspective

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About this Publication:

With businesses competing globally more than ever before, and with the increased use of social media for marketing, companies are realising that they need to do more to add value to their products and services, and to enhance and manage the customer experience. In order to meet the expectations of today's demanding and changing consumer, marketers and students of marketing alike need to be aware of the latest trends in marketing methods and technologies and how to use them to attract and keep customers.

With a user-friendly layout highlighting definitions, examples, case studies and websites, this fourth edition of *Marketing Management: A South African Perspective* gives undergraduate students a comprehensive understanding of marketing — at a practical and academic level. Contributions from leaders in the field of marketing in South Africa and from academics at leading universities, locally and internationally, will ensure that this edition becomes as highly regarded as its predecessors.

Support material

- PowerPoint presentation, customised
- Case studies in MS Word
- Multiple choice questions (MCQs)
- Discussion questions

Key Features and Benefits

- Learning outcomes
- Introductions
- Definitions
- Notes
- Case studies
- Extended examples
- Weblinks
- Summaries
- Questions

New editions only: Main updates

- New case studies

Contents Include:

Chapter 1: The marketing world
Chapter 2: The marketing environment
Chapter 3: Consumer behaviour
Chapter 4: Market segmentation targeting and positioning
Chapter 5: Marketing research and information management
Chapter 6: Product decisions
Chapter 7: Branding decisions
Chapter 8: Pricing decisions
Chapter 9: Distribution management decisions
Chapter 10: Marketing communication management
Chapter 11: Cyber marketing and digital marketing
Chapter 12: Customer value and retention
Chapter 13: People, processes and physical evidence
Chapter 14: Marketing planning, implementation and control
Chapter 15: Marketing metrics
Chapter 16: International marketing
Chapter 17: Marketing in emerging and developing countries
Chapter 18: Services marketing
Chapter 19: Business-to-business marketing

Of Interest and Benefit to:

- Undergraduate students in Business and Marketing at universities and universities of technology