

Marketing Management: A South African Perspective

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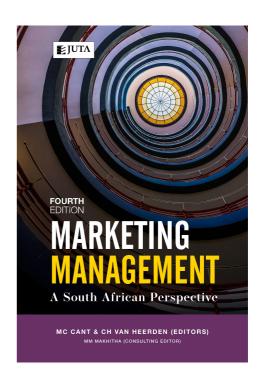
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About this Publication:

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