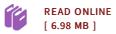




Marketing Strategies: A Contemporary Approach

By Ashok Gurau Ranchhod

Prentice Hall, 2007. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Taking a modern European perspective, "Marketing Strategies" examines marketing from different angles an order to create a broader understanding of the discipline. A radical and dynamic approach to the subject is taken, in that there is no discussion of the traditional 4 'P's, as strategies are company-specific. Instead the author integrates five of the main contemporary factors that affect marketing in the 21st century: Globalisation, the Impact of Technology, Ethics, Market Orientation and Sustainability. "Marketing Strategies" is suitable for upper level courses in BA marketing modules such as marketing strategy, marketing management, as well as students studying for an MBA and a Business Studies course. 416 pp. Englisch.



Reviews

This composed pdf is excellent. It really is basic but excitement in the 50 % in the book. Your lifestyle span will likely be change when you comprehensive looking at this book.

-- Tom Fisher

Good electronic book and valuable one. Of course, it is actually perform, still an interesting and amazing literature. You may like how the author publish this pdf.

-- Lisette Schimmel

Relevant eBooks



Business Hall of (spot). The network interactive children's encyclopedia graded reading series: deep sea monster (D grade suitable for(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2006-09-01 Pages: 32 Publisher: The Commercial Press beat Reading: All books are the Youth Pre-employment Training software download...



N8 Business Hall the network interactive children's encyclopedia grading reading books Class A forest giant (4.8-year-old readers)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 24 Publisher: The Commercial Press beat Reading: All books are the Youth Pre-employment Training software download...



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



Cat's Claw ("24" Declassified)

Pocket Books, 2007. Paperback. Book Condition: New. A new, unread, unused book in perfect condition with no missing or damaged pages. Shipped from UK. Orders will be dispatched within 48 hours of receiving your order. Orders are dispatched Monday â" Friday. FREE...



My Baby Brother Is a Little Monster by Sarah Albee 2007 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Britain's Got Talent" 2010 2010 (Annual)

Pedigree Books Ltd, 2009. Hardcover. Book Condition: New. ***NEW BOOK DISPATCHED DAILY FROM THE UK*** Daily dispatch from UK warehouse.