

2nd Edition

Marketing

for managers

[a practical approach]

Leyland F Pitt

Marketing For Managers A Practical Approach

L.F. Pitt



Marketing For Managers A Practical Approach:

Marketing for Managers Leyland F. Pitt, Christo Boshoff, 2010-10-18 This 3rd edition introduces readers to the fundamental issues underlying marketing concepts and strategies Building on two successful previous editions the book adds new material that covers many of the latest developments in technology that affect marketing There is also a new chapter on marketing strategy implementation critical because in these days of well formulated marketing strategies failure is often the result of poor implementation This revised renewed and reader friendly text debunks the notion that marketing is an overly complicated discipline shrouded in mystery offers readers strategic insights into marketing shows that marketing is not as simple as merely giving customers what they want it also has to do with creating offerings that create customers encourages readers to question conventional wisdom integrates the best of marketing theory with cutting edge practicality includes not only the Internet and related technologies in marketing strategies but also the latest developments related to interactive and social media focuses on the challenges of writing viable usable and well considered marketing plans provides a number of checklists for managers to use in considering and implementing marketing strategy is conversational and non technical incorporates the latest thinking from research published in the worlds major marketing and management journals

Marketing for Managers, 2010 *Marketing for Managers* Leyland F. Pitt, 2004-04 With refreshing style this book introduces readers to the issues underlying marketing concepts and strategies The second edition provides new material on competitive advantage competitive strategies customer service product management relationship management and new media This incisive up dated accessible text debunks the notion that marketing is an overly complicated discipline with many mystiques offers readers strategic insights into marketing encourages readers to question conventional wisdom explores fresh innovative alternatives born of a how to do it approach integrates the best of marketing theory with cutting edge practicality covers the uses of new media including the Internet and the World Wide Web focuses on the challenges of writing viable well considered marketing plans is conversational and non technical examines the marketing departments of future organisations The book is a must for undergraduate and postgraduate marketing and management students at all higher education institutions marketing and advertising practitioners management and marketing personnel entrepreneurs and small business owners public relations practitioners and marketing analysts and consultants

A Practical Approach to Marketing Management Kujnish Vashisht, 2005 In The Modern World Every Individual Indulges In Marketing Process In A Variety Of Forms And At All Places Be It Buying Of Goods Or Services Dealing With Customers Applying For A Job Joining A Club Drinking Tea Or Offering Coffee In Fact Marketing Is An Extensive Social And Managerial Process By Which Individuals And Groups Obtain What They Need And Want Through Creating Offering And Exchanging Products Of Value With Others Keeping In View The Increasing Importance Of Marketing The Present Book A Practical Approach To Marketing Management Makes An In Depth Study Of Marketing Management And Aims To Provide For The Ambitious Students A Comfortable

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Event Management and Sustainability Razaq Raj,James Musgrave,2009 Sustainable management is an important consideration for businesses and organisations and the enormous number of tourism events taking place requiring facilities power transport people and much more makes sustainable event planning a considerable priority By looking at mega events sports events conferences and festivals this book uses best practice case studies to illustrate sustainable management issues and practical considerations that managers need to apply providing an essential reference for researchers and students in leisure and tourism

A Practical Guide to University and College Management Steve Denton,Sally Brown,2009-09-11 Written for the Higher Education manager this is a highly accessible text that offers practical guidance on managing the day to day life of colleges and universities throughout the academic year It takes a proactive approach and offers a range of best practice examples and solutions for resolving dilemmas that arise in a rapidly changing environment

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