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Selected cases in strategic marketing: For the University of Phoenix

Linda E. Swayne

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Selected Cases In Strategic Marketing

Ashok Ranchhod,Ebi Marandi



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Case Studies on the Business of Nutraceuticals, Functional and Super Foods Cristina Santini,Stefania Supino,Lucia Irene Bailetti,2022-09-14 A volume in the Consumer Science and Strategic Marketing Series Case Studies on the Business of Nutraceuticals considers nutraceuticals from a strategic marketing perspective exploring consumer needs and trends as a pathway to defining novel opportunities in developing and marketing these products In addition to highlighting the importance of consumer needs in shaping a market strategy for nutraceuticals this book also defines emerging trends and explores recent developments in the nutraceutical industry Containing 11 chapters this book explores the competitive landscape of the global and European nutraceutical market focusing on key market drivers consumer and product trends and marketing and technological challenges Case Studies on the Business of Nutraceuticals outlines the processes that lead to the introduction of new products and the entrance of new competitors in the market and highlights how a market strategy that s focused on consumers needs can contribute to a company s strategy The case studies and examples contained in this book demonstrate how companies can employ consumer science strategies to revise existing or develop new products and are sure to be a welcomed resource by new product developers policy makers food scientists academicians and students studying related fields Explores the importance of understanding consumers when defining a market strategy Highlights the importance of adopting a sustainable orientation in the nutraceutical industry Addresses the competitive dynamics that are currently affecting the nutraceutical industry

Marketing Engineering Gary L. Lilien,Arvind Rangaswamy,2004 Accompanying CD ROM contains 26 software programs help files and tutorials Page 4 of cover

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