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内容简介

You can get there

Where do you want to go? You might already be working in a business setting. You may be looking to expand your skills. Or, you might be setting out on a new career path.

Wherever you want to go, Marketing will help you get there. Easy-to-read, practical, and up-to-date, this text not only helps you learn fundamental marketing concepts; it also helps you master the core competencies and skills you need to succeed in the classroom and beyond. The book's brief, modular format and variety of built-in learning resources enable you to learn at your own pace and focus your studies.

With this book, you will be able to:

- * Develop an effective marketing plan designed to reach your target audience.

- * Assess buying factors and estimate marketing effectiveness in buying situations. You can get there

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With this book, you will be able to: * Develop an effective marketing plan designed to reach your target audience. * Assess buying factors and estimate marketing effectiveness in buying situations. *

Learn how to segment and target markets. * Conduct market research, including primary and secondary research methods, and quantitative and qualitative methods. * Develop and manage products, and learn how to use product packaging and labeling to your advantage. * Make the most of marketing channels. * Implement merchandising and direct marketing strategies. *

Understand the factors to consider when setting prices. * Pump up marketing communications with great visuals, writing, and attention-getting strategies. * Choose the best possible advertising options for your marketing plan. * Learn how to handle public relations tasks, prepare reasonable impact scenarios, and use press releases to tell a story. * Use the internet to market your products. Wiley

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you achieve your goals with its brief, inviting format, clear language, and focus on core competencies and skills. The books in this series--Business Communication, Finance, Marketing, Business Math, and Real Estate--offer a coordinated curriculum for learning business. Learn more at www.wiley.com/go/pathways.

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作者简介

Alexander Hiam, MBA, is a corporate consultant whose clients include many Fortune 500 companies. He has written numerous books and taught advertising and marketing at the University of Massachusetts at Amherst.

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