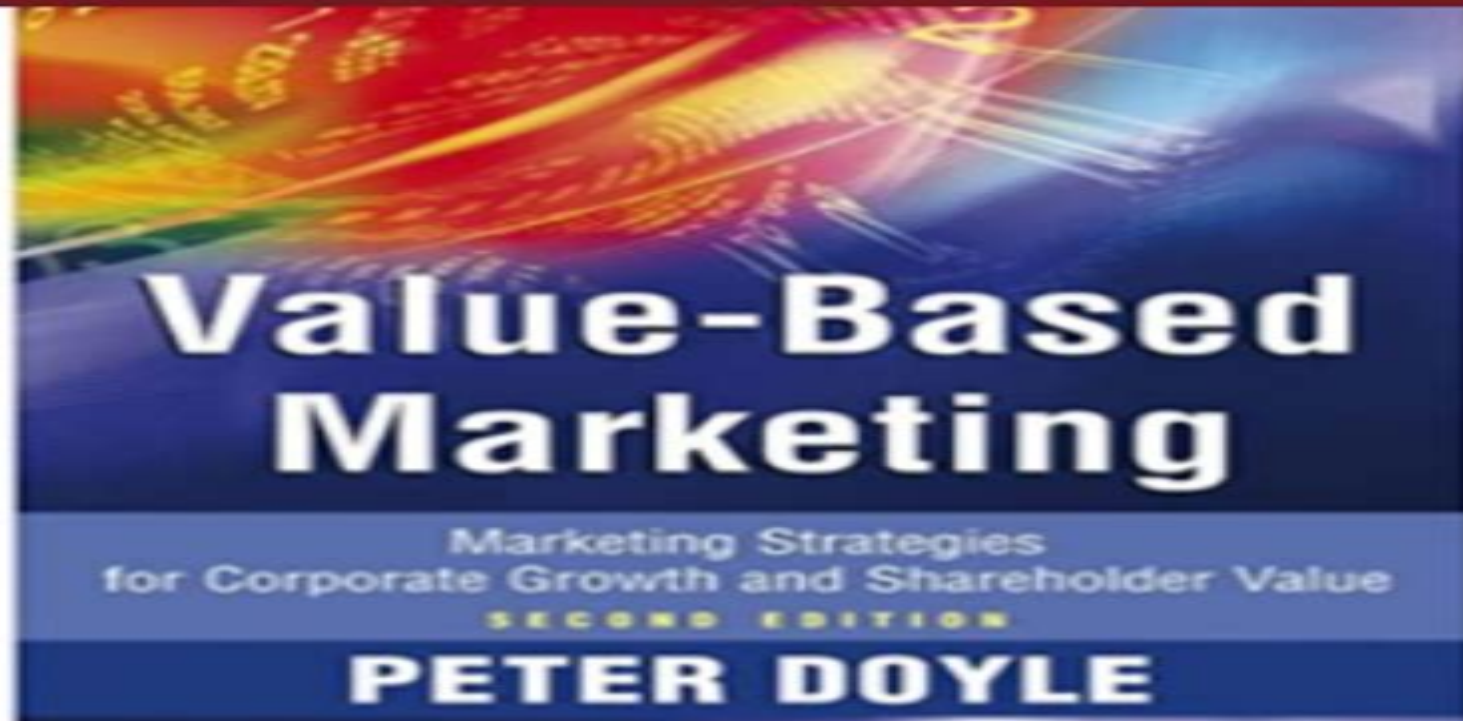


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Value-based Marketing



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Jim Blythe



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Marketing Management Gregory Whitwell, Bryan A. Lukas, Peter Doyle, 2003-03-07 This text is the Australasian adaptation of Peter Doyle's Value Based Marketing. It reformulates marketing, making it more relevant and establishing it on a sounder intellectual basis. The governing objective of management in most of today's leading companies is to maximize long term returns to shareholders. This book redefines marketing's role as contributing to this task of shareholder value creation. It explores how marketing planning and decisions about brands, pricing, communications, distributions and the Internet drive corporate value. This step by step guide provides practical ways to develop marketing strategies that generate growth and shareholder value.

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theory Contemporary Strategic Marketing Ross Brennan, Paul Baines, Paul Garneau, 2007-10-12 An extremely fluent and effective text designed to be a complete resource for single semester modules this new edition has a unique combination of text case studies The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory Also available is a companion website with extra features to accompany the text please take a look by clicking below <http://www.palgrave.com/business/brennan>

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The Growth Drivers Andy Bird, Mhairi McEwan, 2011-11-09 The Growth Drivers is a practical guide to building marketing capabilities It explains why it is critical that organizations invest in the capabilities needed to excel at customer centric marketing to drive growth The authors explain what world class marketing means in practice and reveal the power of strategic marketing as a dynamic propeller of growth Each chapter includes a summary a separate in depth case study a range of illustrative real life examples and some practical tools based on the work of leading practitioners in this pioneering field as well as relevant diagrams and pictures

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The Marketing Book Michael J. Baker, Susan Hart, 2016-04-14 The Marketing Book is everything you need to know but were afraid to ask about marketing Divided into 25 chapters each written by an expert in their field it's a crash course in marketing theory and practice From planning strategy and research through to getting the marketing mix right branding promotions and even marketing for small to medium enterprises This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use especially for professionals taking their CIM qualifications Nevertheless it is also invaluable for practitioners due to its modular approach Each chapter is set out in a clean and concise way with plenty of diagrams and examples so that you don't have to dig for the information you need Much of this long awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought Also included are brand new content in direct data and digital marketing and social marketing If you're a marketing student or practitioner with a question this book should be the first place you look [The Rainmaker's Toolkit](#) Harry Mills, 2004-03-05 Few professional firms are able to consistently grow their fees and profits Based on the concept of relationship marketing The Rainmaker's Toolkit gives readers the tools techniques and strategies to help win and close bigger deals helping them dramatically increase the odds of success and sustain that level of accomplishment from year to

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