



Jörn Redler

Marketing

Principles of Customer-Centric Business Management

Marketing: Principles of Customer-Centric Business Management is a concise text for undergraduate introductory marketing courses. It gives insight into the most important areas of the discipline and brings together theory and practical perspectives.

The contents:

- Marketing as an applied science
- Marketing planning
- Objectives and strategies in marketing
- Buyer behaviour
- Market research
- Brand, product, sales, pricing, sales promotions and market communications decisions
- Marketing programme coordination

This textbook is *distinctive* for several reasons: it builds on a comprehensive section on customer behaviour and takes up behavioural perspectives for an analysis of contemporary marketing, it emphasizes qualitative methods in all areas of market research, and it connects the chapters with a marketing plan activity that encourages students to progressively develop a marketing plan for a product of their own choosing.

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DER AUTOR

Prof. Dr. Jörn Redler graduated from Gießen University. PhD in brand management. Several years of management experience in the retail sector. Professor for marketing at Mainz University of Applied Sciences, Germany. Research interests: POP Communications, Brand Management.

AUS DEM INHALT

Adopting the marketing perspective | Approaching marketing | Marketing management | Understanding markets and customers | The marketing environment | Buyer behaviour and analysis | Market research | Setting the strategic frame | Marketing objectives | Strategic analysis | Marketing strategies | Brand decisions | Product decisions | Sales and customer relationship management decisions | Marketing communications decisions | Sales promotions decisions | Pricing decisions | Marketing programme coordination

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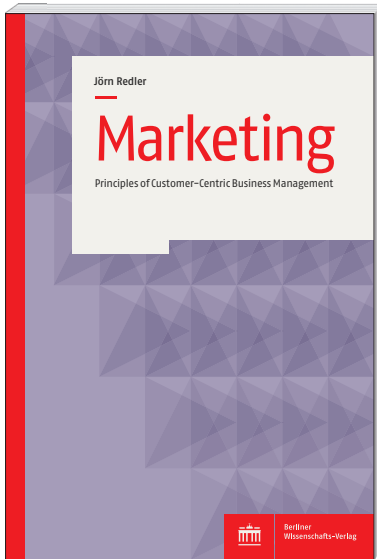
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