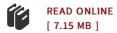




## Marketing Strategies: A Contemporary Approach

## By Ashok Gurau Ranchhod

Prentice Hall, 2007. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Taking a modern European perspective, "Marketing Strategies" examines marketing from different angles an order to create a broader understanding of the discipline. A radical and dynamic approach to the subject is taken, in that there is no discussion of the traditional 4 'P's, as strategies are company-specific. Instead the author integrates five of the main contemporary factors that affect marketing in the 21st century: Globalisation, the Impact of Technology, Ethics, Market Orientation and Sustainability. "Marketing Strategies" is suitable for upper level courses in BA marketing modules such as marketing strategy, marketing management, as well as students studying for an MBA and a Business Studies course. 416 pp. Englisch.



## Reviews

*This written book is excellent. It really is rally fascinating throgh studying period. You are going to like the way the writer write this publication.* -- Hadley Ullrich

The publication is great and fantastic. I actually have read through and i am sure that i am going to planning to go through yet again yet again down the road. I realized this pdf from my dad and i encouraged this publication to understand. -- Jamarcus Runolfsson