



Marketing SparkCharts (Hardback)

By Sparknotes

Spark Notes, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. SparkCharts: The information you need-concisely, conveniently, and accurately. Created by Harvard students for students everywhere, these study companions and reference tools cover a wide range of college and graduate school subjects, from Business and Computer Programming to Medicine, Law, and Languages. They ll give you what it takes to find success in school and beyond. Outlines and summaries cover key points, while diagrams and tables make difficult concepts easier to grasp.This four-page chart covers: Marketing strategy and opportunitiesThe marketing planSegmentation, targeting, and positioningConsumer behaviorThe four P s: product, place, promotion, and priceMarket researchMarketing in the digital economyPermission-based, database, and direct marketingMarketing ethicsGlobal marketing.



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