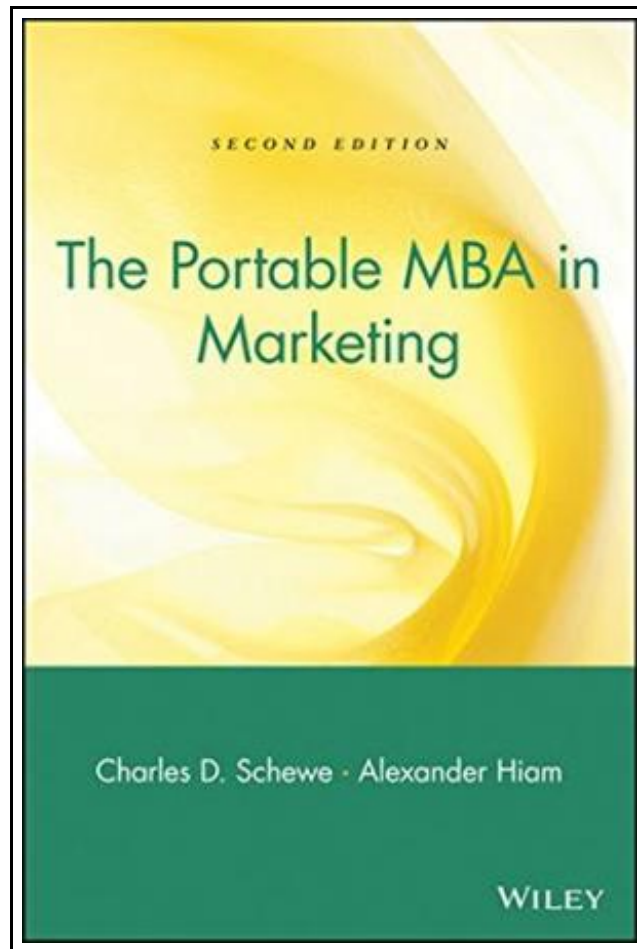


The Portable MBA in Marketing (Hardback)



Filesize: 5.5 MB

Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.

(Felicia Nikolaus)

THE PORTABLE MBA IN MARKETING (HARDBACK)

DOWNLOAD



John Wiley and Sons Ltd, United States, 1998. Hardback. Condition: New. 2nd Edition. Language: English . Brand New Book ***** Print on Demand *****.Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune-the customer. The Portable MBA in Marketing, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations. This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet. Witty, well-written, and packed with plenty of new real-world examples, The Portable MBA in Marketing, Second Edition brings you up to date with the latest marketing ideas and techniques, including: New negotiation skills for salespeopleCurrent marketing strategiesInnovative approaches to qualitative research that deepen your understanding of your customersHot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, The Portable MBA in Marketing, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to...



[Read The Portable MBA in Marketing \(Hardback\) Online](#)



[Download PDF The Portable MBA in Marketing \(Hardback\)](#)

Related Kindle Books



What To Do When Someone Dies: A simple step-by-step guide for family members, personal representatives and executors with day-to-day time-lines and . probate and financial topics are covered.

CreateSpace Independent Publis, 2018. Paperback. Condition: New. Brand New! This item is printed on demand.

[Read Book »](#)



Kindred Souls

Katherine Tegen Books. Paperback. Condition: New. New copy - Usually dispatched within 2 working days.

[Read Book »](#)



Kindred

2012. PAP. Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.

[Read Book »](#)



Alice 3 to Java: Learning Creative Programming through Storytelling and Gaming (Paperback)

Pearson Education (US), United States, 2017. Paperback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book....

[Read Book »](#)



Clinical Companion for Medical-Surgical Nursing: Patient-Centered Collaborative Care, 6e

Saunders. PAPERBACK. Condition: New. 1416051899 RECEIVE in 2-4 DAYS! SAME DAY SHIPPING ! NEW BOOK. Standard ETA: 3-5 business days, Expedited ETA: 2-3 business days. Satisfaction guaranteed!@*.

[Read Book »](#)