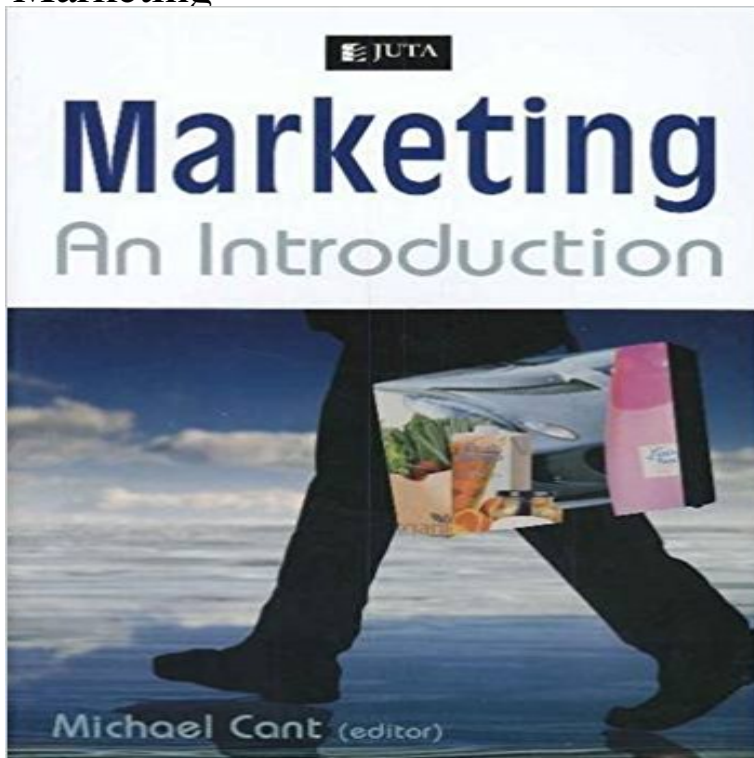


Marketing



A thorough understanding of the basics of marketing is essential for any marketing practitioner and student of marketing. This is a valuable tool which describes the foundational aspects of marketing and enables a basic understanding of this field. The book begins by placing marketing in perspective in an organisation, and details how the marketing environment impacts on a business, the need for marketing information when making business decisions, the steps consumers take when making purchasing decisions, how to segment a market and target the specific segment based on the information obtained and the analysis of the marketing environment, and lastly how to structure the marketing mix of product, price, promotion and place to ensure success.

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