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"SUMMARY" Marketing Fundamentals, An International Perspective is the European edition of Grondslagen van de marketing, the market leader in the Netherlands for over 25 years. In this bestseller, Dr. Bronis Verhage- Professor of Marketing at Georgia State University in Atlanta- strikes the right balance between marketing theory and practice. This has appealed to hundreds of thousands of students and has created a great deal of enthusiasm about marketing. The English-language-edition features a European perspective, embedded in a global context. Its engaging, lively writing style enhances student learning, and its use of 'easy reading' language is geared towards non-native speakers of English. Marketing Fundamentals incorporates a teaching style that is preferred in Europe. The book offers a cutting edge review of new priorities in marketing, as illustrated by a diverse selection of analyses of world-class companies'customer-focused strategies. This attractively illustrated, full colour edition includes a mix of pan-European and global examples- both successes and failures in business- encompassing the entire field of marketing, including services marketing, B2B marketing and green marketing. The 'Practitioner's Perspectives'and'Professor's Perspectives'in each chapter offer insightful opinions and powerful ideas on key issues in marketing management. They help bring the marketing fundamentals to life from a global perspective.

Marketing Fundamentals is the European edition of Grondslagen van de marketing, the market leader in the Netherlands for over 25 years that has created a great deal of enthusiasm for marketing. This bestseller of Dr. Bronis Verhage - Professor of Marketing at Georgia State University in Atlanta - offers a European perspective on marketing, embedded in a global context. Relevant topics in marketing are illustrated by a diverse selection of analyses of both successes and failures in marketing strategies, including service marketing, B2B marketing and green marketing. The 'Practitioner's Perspectives' and 'Professor's Perspectives' in each chapter provide insightful opinions and ideas on key issues in marketing management. The engaging, accessible writing style will appeal to non-native speakers of English as well. The accompanying website offers students additional tests, a definition trainer, glossaries and PowerPoint presentations. Teachers will find teaching notes online, as well as presentations and "Toets-op-Maat". The third edition of Marketing Fundamentals focuses more on digital marketing topics like search engine marketing, social media marketing, customer insights, the customer journey, content marketing, mobile marketing and e-commerce. Also, news examples and cases are added in this new edition. Marketing Fundamentals is suitable for first year students of English economic studies in higher education"

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Marketing Fundamentals – a Dutch bestseller – strikes the right balance between marketing theory and practice. The book offers a cutting edge review of new priorities in marketing, as illustrated by the diverse selection of analyses of world-class companies' customer-focused strategies. This attractively illustrated, full colour edition includes a mix of European and global examples – both successes and failures in business – encompassing the entire field of marketing, including services marketing. The new 'Practitioner's Perspectives' and 'Professor's Perspectives' in each chapter offer insightful opinions and powerful ideas on key issues in marketing management. They help bring the fundamentals of marketing from a global perspective to life.

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in digital marketing. To request access to the book's online resources, please click here: <http://www.digitalmarketing.noordhoff.nl> For FAQs: <https://www.basisboek-onlinemarketing.nl/faq-lecturers.html>

Get a thorough review of vital research issues! Fundamentals of Business Marketing Research examines recent industrial/business research, evaluates its current effectiveness, and offers suggestions for future use. This unique book includes and is based on "Business Marketing: A Twenty Year Review," a thorough study of industrial/business research from 1978-1997 with critical commentary from a distinguished panel of business academics and the response of the study's authors. The combination of critiques, insights, and viewpoints will challenge you to think beyond the traditional role of B2B marketing into a future that's anything but business as usual. Through an unusual format that gives you access to critical academic analysis, Fundamentals of Business Marketing Research presents a comprehensive review of vital research areas, including marketing to businesses/institutions/governments; buyer-seller relationships; computer use for business marketing; industrial segmentation; channel management and development; physical distribution; advertising; and public relations. The book's give-and-take is equally focused on areas that have traditionally received a larger share of the research effort (organizational buyer behavior, business marketing strategy and planning, industrial selling and sales management) and those that have taken a back seat in terms of research attention (computers and ethical business marketing). The original study, its criticisms, and the authors' subsequent assessment spotlight major themes, individual contributions, and future trends in major topic areas, including: business marketing strategy organizational buying behavior and purchasing management business marketing research methodology products/services pricing management issues distribution/logistics and supply chain management promotion Fundamentals of Business Marketing Research is equally effective as a practical guide for professionals and researchers, and as an academic text for doctoral studies.

Based on the bestselling Marketing by Baines, Fill, Rosengren, and Antonetti, Fundamentals of Marketing is the most relevant, concise guide to marketing, combining the most essential theories with a global range of practitioner insights.

For any company, defining the most efficient marketing concept to create a competitive customer experience (CX) is vital for sustained development. The focus of this research is the creation of a comprehensible practical approach to the development of client experience: the Customer Experience Model (CXM). The practical application of the CX model will allow companies to create value for their customers and key stakeholders, thus generating the necessary profit and building conditions for further development. Balancing academic research and real-world applications, The Customer Experience Model provides a framework that readers can understand and utilize to implement improvements in a company. In this work the readers also will learn about application in customer experience formation of such concepts as "systems thinking", "learning organization", "Lewinian Experiential learning cycle". The role of a leader in the formation of an effective customer experience will be shown as well. Also the readers will get an obvious idea of how to plan customer experience and measure its effectiveness. The Customer Experience Model shows the latest state of knowledge on the topic and will be of interest both to students of business schools and universities at an advanced level, academics and reflective practitioners in the fields of leadership, organizational studies, marketing, and strategic management and consulting.

This volume includes the full proceedings from the 1993 Academy of Marketing Science (AMS) Annual Conference held in Miami Beach, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, business-to-business marketing, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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