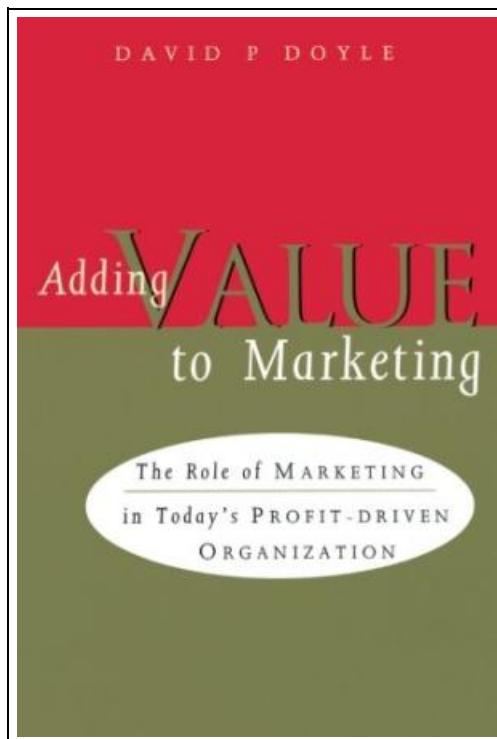


Adding Value to Marketing



Filesize: 6.92 MB

Reviews

This pdf can be well worth a read, and much better than other. I am quite late in start reading this one, but better then never. Your daily life span will probably be transform when you full looking over this book.
(Roxanne Stehr)

ADDING VALUE TO MARKETING

[DOWNLOAD PDF](#)

To save **Adding Value to Marketing** eBook, please click the hyperlink beneath and save the document or have access to additional information which might be relevant to ADDING VALUE TO MARKETING ebook.

Kogan Page Ltd, United Kingdom, 2006. Paperback. Book Condition: New. 230 x 154 mm. Language: English Brand New Book ***** Print on Demand *****. Marketing, as a function and a basis for business growth, continues to be an elusive factor in corporate success. A fast-moving marketplace and shifts in technology mean that most well-known and admired marketing campaigns succeeded in a totally different society and culture. Setting appropriate budgets, choosing the right integrated marketing mix and measuring the return on investment of different marketing programmes remains a perennial problem for most managers. In *Adding Value to Marketing*, the author examines the various challenges facing marketers today, from socio-cultural and demographic changes to market saturation, and the need for more segmented, targeted and cost-effective marketing policies. This book describes the techniques that will help marketing managers and executive and financial controllers to focus on reducing costs and adding value by: recognizing the changing dynamics of the global marketplace; budgeting for campaigns more effectively using techniques such as Activity Based Costing; transforming the marketing department from the revenue centre to a profit centre structure; and redefining the 4 Ps of your business- Product, Price, Place and Promotion- and examining whether they make sense in terms of your customer profile.*.

[Read Adding Value to Marketing Online](#)[Download PDF Adding Value to Marketing](#)

Other eBooks



[PDF] The About.com Guide to Baby Care A Complete Resource for Your Baby's Health Development and Happiness by Robin Elise Weiss 2007 Paperback

Follow the hyperlink under to get "The About.com Guide to Baby Care A Complete Resource for Your Baby's Health Development and Happiness by Robin Elise Weiss 2007 Paperback" file.

[Download Book >](#)



[PDF] Twitter Marketing Workbook: How to Market Your Business on Twitter

Follow the hyperlink under to get "Twitter Marketing Workbook: How to Market Your Business on Twitter" file.

[Download Book >](#)



[PDF] Professional Email Marketing: How to Build Loyalty Trust with Your Subscribers

Follow the hyperlink under to get "Professional Email Marketing: How to Build Loyalty Trust with Your Subscribers" file.

[Download Book >](#)



[PDF] Speak Up and Get Along!: Learn the Mighty Might, Thought Chop, and More Tools to Make Friends, Stop Teasing, and Feel Good about Yourself

Follow the hyperlink under to get "Speak Up and Get Along!: Learn the Mighty Might, Thought Chop, and More Tools to Make Friends, Stop Teasing, and Feel Good about Yourself" file.

[Download Book >](#)



[PDF] Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet

Follow the hyperlink under to get "Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet" file.

[Download Book >](#)



[PDF] Tips on How to Promote eBooks and Market Effectively

Follow the hyperlink under to get "Tips on How to Promote eBooks and Market Effectively" file.

[Download Book >](#)