



The Art And Science Of Marketing

Author :Grahame Robert Dowling / **Category :**Business & Economics / **Total Pages :** 441 pages

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Summary : Free the art and science of marketing pdf download - the book blends the art of marketing implementing programs to attain and retain customers with the science of marketing what we know from research about markets customer behaviour et cetera to provide insight for marketing managers about how to implement marketing more effectively to both create and capture the value of the offers they make to their target customers in the process it questions the usefulness of some of the more recent marketing fads clearly written and presented the book is ideal for advanced and professional students of marketing as well as marketing professionals views marketing as both an art learnt through practice and a science studied through research provides an integrated approach to build a marketing plan focuses on creating and capturing customer value critical review of some of the newer marketing fads uses case studies and examples from such firms as dell and benetton author has extensive experience of mba and executive teaching contents

- 1 the nature of marketing management
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