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Simplified Guide to Marketing

By Kerwin Mathew

Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.DESCRIPTION OF BOOK This marketing book is a simplified text based on numerous courses the author has conducted for business people, sales and marketing executives, and marketing students. The book covers important aspects of business and marketing such as how to carry out a break-even analysis, how to export and expand the business, how to carry out marketing research, how to prepare a marketing plan, pricing strategies, marketing communication, and even how to be an effective sales person. Several marketing case studies are included to challenge the reader in strategic thinking. The book also acts as a revision guide for those preparing for the various professional marketing exams, e.g., the Chartered Institute of Marketing and the London Chamber of Commerce and Industry marketing exams. ABOUT THE AUTHOR The author has been a marketer and salesman for many years. He has taught marketing to sales personnel, business people and students for many years, as well as many other professional and management subjects for years. He has published about 20 books, two of which (on marketing and public relations respectively)...



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