

Marketing successes, historical to present day - what we can learn

J. Wiley - Marketing successes, historical to present day : what we can learn (Book, 1985)
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Notes: Includes bibliographical references.

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5 Brand Marketing Tips Every Brand Can Learn From the NBA

The real marketing concepts are described here. Mark Soberman and NetPicks is a good example of the latter—and it shows in how he runs the business.

The Evolution and History of Supply Chain Management

It was just you and your bottle against the world. History may soon be a compulsory school subject until Grade 12 in South Africa. One of the many virtues of Pandemic 1918 is that it ranges across the globe, so we get a useful picture of just how widespread the disease was.

Marketing Matters Now More Than Ever

How and why are we different? Sales Era 1920s-1940s : As the market continued to become more saturated and intensify, competition increased among businesses.

Content Marketing Done Right: 8 Examples You Can Learn From

The example of ford tells us a lot. It acts as a metric and provides the insight needed to make you avoid guesswork.

15 Things I've Learned About Marketing

But today, as is so often the case, the situation is more nuanced — not to mention competitive.

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