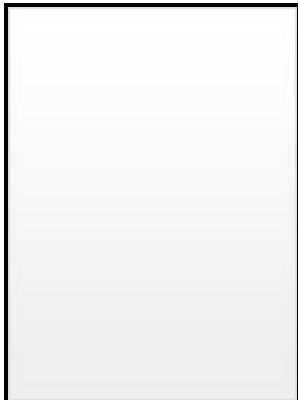


Marketing management - analyse, planification et contrôle

Publi-Union - What is Marketing Management? Introduction, Importance, Scope and Function



Description: -

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Notes: Originally published in English as Marketing management: analysis, planning and control, Englewood Cliffs, N.J.: Prentice-Hall, 1972.

This edition was published in 1973



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Armstrong & Keller, Marketing Management

With the passage of time the consumer and competitive conditions evolved. It looks after the marketing system of the enterprise. What is Marketing Management — Functions: Assessing the Marketing Opportunities, Planning the Marketing Activities, Organising the Marketing Activities and a Few Others Marketing is related to markets and therefore marketing management calls for integration of the various elements of market.

Marketing Management: Analysis, Planning, Implementation, and Control

But the aim of marketing is to make selling superfluous.

Marketing Management

Creating Brand Equity Chapter 10. Distribution : Distribution process facilitates easy availability of goods and services to the customers at right time and at right and convenient location.

Kotler, P. (1997) Marketing Management Analysis, Planning, Implementation, and Control. 9th Edition, Prentice Hall, Upper Saddle River.

These goods refer to the goods whose consumption results in incurring of costs by those who actually do not consume them. It is a non-personal means of communication. Marketing of firearms without adequate checks may promote crime and killings.

Les 4 principales étapes de la démarche marketing... selon Philip Kotler

In the absence of choice, customers were forced into compliance or subordination by organizations. Deuxièmement, pour améliorer la qualité des biens et services et la productivité des organisations. New ways of motivation are being introduced so that the employee gives his best of services.

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A market is a place or space that is made up of all present or potential buyers. Two of the important marketplace forces are consumers and competition.

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. Planning provides the basis for an effective marketing for the enterprise.

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