



## The 4 A's of Marketing: Creating Value for Customer, Company and Society

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By Sheth, Jagdish; Sisodia, Rajendra

Routledge, 2011. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 'This book, however, was written in an almost Socratic dialogue style that is valuable to all types of readers, which is, needless to say, quite an accomplishment by the authors. The "Market Value Coverage Audit" and "Mini-Cases" add further value to this excellent work. With the rapid development and use of social media and social business concepts, particularly in marketing, this reviewer hopes the authors will address this topic in future revisions of this valuable work. Summing Up: Highly recommended. All marketing collections.' - S. A. Schulman, CUNY Baruch College, CHOICE 'As a long time practitioner of the 4Ps seller-oriented toolbox of marketing, I welcome the more customer-oriented 4As toolbox to be employed before undertaking to set the 4Ps. Sheth and Sisodia are to be complimented for their insightful development, application and illustration of 4A thinking.'-Philip Kotler Northwestern University, USA 'This is a splendid book for the neophyte and accomplished manager alike. Sheth and Sisodia combine razor-sharp analyses with useful action plans and in the process teach us how to think better about market opportunities and how to apply the 4As framework to advantage....



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