



Marketing Management Marketing-Management

By Svend Hollensen

Prentice Hall, 2002. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Marketing Management: A Relationship Approach takes the unique approach of linking relationship marketing to the traditional market planning models, which are used by most marketers today. The importance of the firm, not only to have good relationships with their customers but also with the other actors in the value net, such as suppliers, competitors, supplementors and the firm's own personnel, and how this, in turn, will develop the firm's competitive advantage, is paramount. This "new" holistic approach to the marketing planning process is illustrated throughout the book with real company examples. 787 pp. Englisch.

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