

BASIC MARKETING 19TH EDITION PERREAULT

BASIC MARKETING 19TH EDITION PERREAULT BASIC MARKETING 19TH EDITION PERREAULT UNLOCKING THE SECRETS OF THE MARKETPLACE THE WORLD OF MARKETING CAN FEEL LIKE A VAST UNTAMED JUNGLE A CACOPHONY OF VOICES VYING FOR ATTENTION A DENSE UNDERGROWTH OF STRATEGIES AND HIDDEN PATHS LEADING TO EITHER TRIUMPH OR UTTER FAILURE NAVIGATING THIS JUNGLE REQUIRES A SEASONED GUIDE A COMPASS THAT POINTS TRUE NORTH AND A STURDY MACHETE TO CLEAR THE OVERGROWTH THAT GUIDE THAT COMPASS THAT MACHETE ITS BASIC MARKETING 19TH EDITION BY PERREAULT AND COLLEAGUES THIS ISNT JUST ANOTHER TEXTBOOK ITS A METICULOUSLY CRAFTED ROADMAP UPDATED FOR THE MODERN MARKETING LANDSCAPE ITS A TESTAMENT TO THE ENDURING PRINCIPLES OF EFFECTIVE MARKETING WHILE SIMULTANEOUSLY ACKNOWLEDGING THE SEISMIC SHIFTS BROUGHT ABOUT BY THE DIGITAL REVOLUTION IMAGINE IT AS THE SEASONED EXPLORERS JOURNAL FILLED WITH INSIGHTS GLEANED FROM DECADES OF EXPEDITIONS INTO THE HEART OF CONSUMER BEHAVIOR CHAPTER 1 SETTING THE STAGE MORE THAN JUST SELLING THE BOOK DOESNT BEGIN BY THROWING YOU INTO A BLIZZARD OF JARGON INSTEAD IT PAINTS A VIVID PICTURE OF MARKETINGS BROADER CONTEXT THINK OF IT LIKE THIS YOURE NOT SIMPLY TRYING TO SELL A PRODUCT YOURE BUILDING A RELATIONSHIP A CONNECTION A STORY PERREAULT EXPERTLY ILLUSTRATES HOW MARKETING IS INTERWOVEN INTO THE VERY FABRIC OF A COMPANYS SUCCESS FROM THE INITIAL PRODUCT DEVELOPMENT TO LONGTERM CUSTOMER LOYALTY THIS ISNT ABOUT QUICK SALES ITS ABOUT SUSTAINABLE GROWTH A MARATHON NOT A SPRINT REMEMBER THE COCACOLA SANTA CLAUS A MASTERFUL MARKETING CAMPAIGN THAT TRANSCENDED MERE PRODUCT PROMOTION CREATING A CHERISHED CULTURAL ICON THIS IS THE KIND OF LONGGAME THINKING PERREAULT ENCOURAGES HE DOESNT SHY AWAY FROM THE HISTORICAL CONTEXT USING REAL WORLD EXAMPLES TO BRING THE CONCEPTS TO LIFE CHAPTER 25 UNDERSTANDING THE CONSUMER MAPPING THE JUNGLE THESE CHAPTERS ARE THE COMPASS UNDERSTANDING THE CONSUMER IS PARAMOUNT AND PERREAULT GUIDES YOU THROUGH THE INTRICATE PROCESS OF MARKET RESEARCH SEGMENTATION AND TARGETING THINK OF IT AS CREATING A DETAILED MAP OF THE JUNGLE BEFORE VENTURING INTO IT YOU NEED TO IDENTIFY YOUR TARGET AUDIENCETHE SPECIFIC TRIBES INHABITING YOUR CHOSEN TERRITORYTHEIR NEEDS THEIR DESIRES THEIR HABITS THIS INVOLVES MORE THAN JUST DEMOGRAPHICS IT DELVES INTO 2 PSYCHOGRAPHICS UNDERSTANDING THE UNDERLYING MOTIVATIONS AND BELIEFS THAT DRIVE CONSUMER BEHAVIOR THE BOOK PROVIDES PRACTICAL FRAMEWORKS AND TECHNIQUES TO ACCOMPLISH THIS CRUCIAL TASK CHAPTER 610 THE MARKETING MIX YOUR ARSENAL OF WEAPONS HERE PERREAULT EQUIPS YOU WITH THE MACHETE THE MARKETING MIX PRODUCT PRICE PLACE PROMOTION EACH ELEMENT IS EXPLORED IN DEPTH WITH NUMEROUS CASE STUDIES ILLUSTRATING BOTH SUCCESSES AND FAILURES THIS SECTION IS NOT JUST THEORETICAL ITS PRACTICAL HANDSON OFFERING ACTIONABLE STRATEGIES YOU CAN IMPLEMENT IMMEDIATELY PRODUCT ITS NOT JUST ABOUT FEATURES ITS ABOUT CREATING VALUE SOLVING PROBLEMS AND EXCEEDING EXPECTATIONS THE BOOK EMPHASIZES THE IMPORTANCE OF BRANDING PACKAGING AND PRODUCT DIFFERENTIATION IN A CROWDED MARKETPLACE PRICE PERREAULT DIVES INTO VARIOUS PRICING STRATEGIES FROM COSTPLUS TO VALUEBASED PRICING HIGHLIGHTING THE DELICATE BALANCE BETWEEN PROFITABILITY AND CONSUMER PERCEPTION PLACE THIS ISNT SIMPLY ABOUT CHOOSING A STORE ITS ABOUT CRAFTING A SEAMLESS DISTRIBUTION CHANNEL THAT GETS YOUR PRODUCT INTO THE RIGHT HANDS AT THE RIGHT TIME THE COMPLEXITIES OF SUPPLY CHAIN MANAGEMENT ARE ADDRESSED EFFECTIVELY PROMOTION HERE THE BOOK SHINES WITH ITS THOROUGH EXPLORATION OF ADVERTISING PUBLIC RELATIONS SALES PROMOTION AND DIGITAL MARKETING PERREAULT GUIDES YOU THROUGH THE EVER EVOLVING LANDSCAPE OF DIGITAL STRATEGIES EMPHASIZING THE IMPORTANCE OF SOCIAL MEDIA CONTENT MARKETING AND SEARCH ENGINE OPTIMIZATION SEO CHAPTER 11 ONWARDS ADVANCED STRATEGIES AND EMERGING TRENDS AS YOU PROGRESS THE BOOK DELVES INTO MORE ADVANCED TOPICS LIKE GLOBAL MARKETING SERVICES MARKETING AND ETHICAL CONSIDERATIONS THE 19TH EDITION CRUCIALLY KEEPS PACE WITH CURRENT TRENDS INCORPORATING DISCUSSIONS ON DATA ANALYTICS ARTIFICIAL INTELLIGENCE AND THE EVER INCREASING INFLUENCE OF SOCIAL MEDIA ON CONSUMER BEHAVIOR THIS IS WHERE THE EXPERIENCED EXPLORER ADDS DETAILS TO THEIR MAP MARKING NEW ROUTES AND POTENTIAL PITFALLS ACTIONABLE TAKEAWAYS DEVELOP A DEEP UNDERSTANDING OF YOUR TARGET AUDIENCE DONT JUST GUESS RESEARCH AND ANALYZE CRAFT A COMPELLING VALUE PROPOSITION WHAT UNIQUE BENEFITS DO YOU OFFER BUILD A STRONG BRAND CONSISTENCY AND AUTHENTICITY ARE KEY MASTER THE MARKETING MIX OPTIMIZE EACH ELEMENT FOR MAXIMUM IMPACT EMBRACE DATADRIVEN DECISION MAKING USE ANALYTICS TO TRACK PROGRESS AND IMPROVE RESULTS 3 5 FAQs 1 IS THIS BOOK SUITABLE FOR BEGINNERS ABSOLUTELY PERREAULTS WRITING STYLE IS CLEAR AND CONCISE MAKING COMPLEX CONCEPTS ACCESSIBLE TO EVERYONE 2 DOES IT COVER DIGITAL MARKETING IN DETAIL YES THE 19TH EDITION DEVOTES SIGNIFICANT ATTENTION TO DIGITAL MARKETING STRATEGIES INCLUDING SEO SOCIAL MEDIA AND CONTENT MARKETING 3 WHAT KIND OF CASE 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