

<<市场营销>>

图书基本信息

书名：<<市场营销>>

13位ISBN编号：9787300024844

10位ISBN编号：730002484X

出版时间：1997-12

出版时间：中国人民大学出版社

作者：西蒙.马杰罗

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<市场营销>>

### 书籍目录

Contents  
An introductory note  
The role of marketing in a modern firm: a holistic approach  
The marketing concept revisited  
Marketing as a corporate attitude  
Marketing as a function  
The marketing mix  
Marketing mix analysis  
The input for effective marketing  
How much knowledge?  
Marketing profile analysis  
The value of intelligence  
The market and marketing research process  
Methods of forecasting demand  
Product policy and planning  
The product life-cycle reviewed  
Product portfolio management  
Branding  
Price and pricing policy  
Supply and demand  
Pricing in a monopoly  
Pricing in an oligopoly  
Different ways of looking at price  
Pricing and costs  
Price and the product life-cycle  
The product portfolio  
Price and the customer perspective  
Pricing and image  
The use of discounts  
Summary  
The promotional mix  
Promotional channels  
Promotion objectives  
Advertising  
Promotions  
Direct marketing  
Preparing the communication plan  
Distribution and logistics  
Marketing channels  
The choice of intermediaries  
Power in the distribution channel  
Channel motivation  
The logistics of distribution  
Customer service  
Developments in distribution

## <<市场营销>>

Selling

The sales force: its role and objectives

Improving the productivity of the sales force

Sales force size

The salesperson's profit and loss account

Marketing planning

Benefits of marketing planning

Understanding the process

Aids to marketing planning

Formulating marketing strategies

Marketing control

Different types of control

Strategic control

Managerial effectiveness and efficiency control

Operational controls

Organizing for marketing

The development of organizations

The subactivities of an effective marketing organization

Types of marketing organization

Centralization versus decentralization

Marketing organizations at the integrated phase of development

Main considerations

Marketing integration

The meaning and scope of integration

References and further reading

Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>