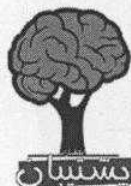


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Principles and Techniques of

Marketing

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Introduction

Today businesses have an increasing market focus. If organizations are to serve the needs of their customers they need to be structured in such a way as to identify and meet customer requirements.

Businesses therefore need to behave in such a way that they recognize the needs of the customer.

A company prospers best when everyone in it believes that success depends on the excellence of his or her contribution. Short-term decisions made many times a day by individuals determine the quality of that day's work. Marketing is a critical business function for most for-profit and non-profit businesses. Marketing is a broad process that includes research, product design and development, promotion and customer service. Much of the marketing function centers on a handful of core principles, strategies and tactics.

Whereas the heart of businesses success lies in its marketing and most aspects of businesses depend on successful marketing, therefore we decided to introduce principles and techniques of marketing in this opportunity. This book allow you to help your organization, by presenting the fundamental issues in marketing, something like: Marketing management concepts, different types of market and marketing environment, market segmentation and targeting, and positioning in the market, purchaser behavior and decision-making model, demand measuring and sales forecast, business objectives and marketing organization, the method of marketing decisions, marketing research, general marketing plan and Insurance marketing, marketing system and a variety of marketing models, creativity in marketing management, and marketing mixes. Marketing is a big issue, for this reason this book cover a wide range of topics. Understanding the basic concepts and available instruments, enables you to help your organization to achieve maximum business value through marketing activities.

We would be grateful if you send us Email including your suggestions and criticisms, in order to improve the services offered.

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