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## Develop Your Marketing Skills

By Neil Richardson, Ruth M. Gosnay

Kogan Page Ltd, United Kingdom, 2010. Paperback. Book Condition: New. Revised. 214 x 136 mm. Language: English . Brand New Book. Develop Your Marketing Skills is a user-friendly guide appropriate for business people for whom implementation is the key issue. It outlines the key concepts and principles which govern the subject of marketing, such as product management, market research, communications, market coverage, creating a marketing plan and pricing perspectives. It also gives key insights into how theories and tools work in actual business scenarios, shows you how to improve customer satisfaction and highlights contemporary issues, such as sustainability. There are also summary pages at the end of each chapter containing questions and suggested activities, helping you to revise the basics and increase your confidence. With many of the issues discussed being at the cutting edge of marketing research and practice, Develop Your Marketing Skills is a must for anybody wishing to enter the marketing profession, develop their current knowledge further or run their own business.



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