



Practice Of Marketing Management

Svend Hollensen, Marc Oliver Opresnik



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Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book Specifically we discuss the role of marketing management as a value creation process the essentials of marketing strategy and tactics as the key components of a company s business model and the process of developing an actionable marketing plan Part Two focuses on understanding the market in which a company operates Specifically we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company s offerings We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action Part Three covers issues pertaining to the development of a marketing strategy that will guide the company s tactical activities Here we focus on three fundamental aspects of a company s marketing strategy the identification of target customers the development of a customer value proposition and the development of a value

proposition for the company and its collaborators The discussion of the strategic aspects of marketing management includes an in depth analysis of the key principles of creating market value in a competitive context The next three parts of the book focus on the marketing tactics viewed as a process of designing communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company s offerings Part Six explores the role of distribution channels in delivering the company s offerings to target customers by examining the value delivery process both from a manufacturer s and a retailer s point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company s business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

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Retail Marketing Management Claudia Buhamra Abreu Romero, 2013-04 Born from studies and the experiences of its author Retail Marketing Management provides guidelines concepts and practices of marketing with a special focus on retail management The guidelines aim to encourage and facilitate the development of marketing strategies that enable organizations to achieve greater competitive power and build brands that are respected and valued in the market while the

concepts are intended to give the theoretical background to the practices commented on and suggested here As the language is accessible and direct the work has the advantage of proposing immediate solutions for business especially for market professionals who are eager for results and have no time for heavy academic reading Moreover the teachings contained herein are also useful to students and teachers who wish to enhance their knowledge about marketing Application This book is recommended for professionals and academics from different areas and can be used for reading in business environments and as part of the literature of technology courses for undergraduate and postgraduate studies in business administration and marketing

Marketing Management Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen, 2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject

Marketing Management Robert W. Haas, 1983-01-01 The study and practice of marketing management Marketing organization Market measurement Market segmentation and target market selection Marketing planning and strategy formulation Marketing programs and tactical components Control and evaluation of marketing performance

Marketing Management Peter R. Dickson, 1997 This edition presents marketing management concepts in a traditional format and includes many real world examples emphasizing topics such as international marketing ethics cross functional teams and quality Integrating competitive rationality throughout the text the book also covers strengthening customer relations by outshining the competition in customer satisfaction finding more efficient and less costly ways to deliver the same customer benefits and service and improving general decision making implementation skills

Marketing: Principles and Practice Svend Hollensen, Marc Opresnik, 2021-03-07 Ranked among the best marketing management books in the world by Domendos.com This updated and extended 4th edition of this bestseller chosen by Domendos.com as one of the best marketing management books in the world provides a comprehensive introduction to marketing and strategic marketing management The book offers a clear and easy to understand overview of the latest developments in marketing in all aspects The most important theoretical aspects are explained in an easily accessible way to facilitate the transfer of this knowledge into real decision making situations In addition the book not only integrates all relevant aspects of strategic and operative marketing but also structures them using the marketing management process in such a way that both students and practitioners get a comprehensive and holistic overview of how everything fits together Consequently this textbook continues to set a benchmark for achievement in marketing and strategic marketing management guides The dynamic and global competitive landscape requires marketing professionals who have a thorough knowledge of marketing principles coupled with strong creative skills This book provides excellent coverage of these principles and serves as a great resource for students and young professionals everywhere Christoph Schweizer Managing Director TraveKom GmbH This exciting textbook provides a concise introduction to the theory and practice of Marketing Management in the 21st century It is systematically structured according to the marketing management process

and written in a clear lively and practical style Highly recommended to students educators and managers everywhere Prof Dr Marko Sarstedt Chair of Marketing Otto von Guericke University Magdeburg Germany The authors Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark He is the author of globally published textbooks and several articles in well recognised journals Svend Hollensen has also worked as a consultant for several multinational companies as well as global organizations like the World Bank Marc Opresnik is a distinguished Professor of Marketing at the Technische Hochschule Leoben as well as a Member of the Board of Directors at SGMI Management Institute St Gallen and TEDx Speaker He is Chief Research Officer at Kotler Impact Inc and a global co author of marketing legend Philip Kotler With his many years of international experience Marc Opresnik is one of the world's most renowned marketing management and negotiation experts

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Contemporary Issues in Marketing Ayantunji Gbadamosi, 2019-09-02 As the landscape of marketing knowledge changes contemporary buyers be it individuals or organisations are now more informed more demanding and crave value co creation with marketers This coupled with technological and socio cultural changes provides robust evidence that the old perspectives assumptions and practices of marketing are no longer satisfactory Contemporary Issues in Marketing is a comprehensive up to date and cutting edge resource that presents a coherent understanding of topical issues in marketing Bringing together theory and practitioners perspectives it firmly addresses the prevailing challenges in the marketing world Using vignettes on topics such as technology ethics and practitioner viewpoints this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline

Mobile Marketing Management Hongbing Hua, 2019-03-18 With the development of mobile internet technology people's lifestyle and consumer behavior are changing rapidly Nowadays the products on the market are updating more and more frequently and the traditional marketing theory and brand theory fail to get with the mobile internet So what's the innovative marketing to take in the new era Since 2012 China has entered into the mobile era and became a major country of mobile internet application The book summarizes the experience of the author accumulated

from many trials and errors in management and marketing innovation so as to form the pattern of management and marketing for the next 30 years Mobile Marketing Management lays the foundation for the new era with four pillars service substance superuser space known as 4S theory for short In view of the concept of customer first it is all about service and products become productized service concepts In view of the failure of mass communication the competition among all services becomes the competition of substance differentiation Regarding the popularity of self organization it becomes a trend to cooperate with people rather than the company to develop the market In view of the principle of fuzzy market boundary the enterprises shall optimize their living space and evolve their development space This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management providing innovative theories methods and tools for the marketing of enterprises Through this book readers can master the marketing methods of the mobile internet era They can apply the marketing theory in this book to guide the marketing practice thus improving marketing efficiency and reducing marketing costs *Marketing Management: Theory and Practice, 2nd Edition* Alexander Chernev, 2025-09-15 Marketing Management Theory and Practice provides a systematic overview of the fundamentals of marketing theory defines the core principles of marketing management and presents a value based framework for developing viable market offerings This theory is grounded in the view of marketing as a value creation process essential to any business enterprise The discussion of marketing theory is complemented by practical tools that help managers apply the generalized frameworks to address specific business challenges and capture market opportunities The marketing theory outlined in this book applies to a broad range of companies startups and established enterprises consumer packaged goods companies and business to business firms high tech and low tech ventures online and brick and mortar businesses product manufacturers and value added service providers as well as nonprofit and profit driven organizations This book combines theoretical rigor with practical relevance to strengthen the marketing skills of a wide spectrum of business professionals from those creating new market offerings to those enhancing existing ones from entrepreneurs launching new ventures to managers in established corporations and from product managers to senior executives *Marketing Management in Practice* John Williams, 2006 These cards are designed to be used in conjunction with the CIM Coursebooks and have been written specifically with revision in mind Learning outcomes at the start of each chapter identify the main points key topics are summarized and examination and revision tips are provided to give extra guidance *Contemporary Marketing Management : Strategies and Practices* Prof Faheema Idrees Prof TM Kuthubudeen, 2010-02-01 In age of modern technology environment the book Contemporary Marketing Management Strategies and Practices covers all aspects of marketing practices Though the traditional marketing practices are still vibrant in the market the contemporary marketing holds better scope in future Online marketing is an area that is ready for more expansion of usage and extension of technology The paradigm shift from traditional to modern marketing is a key factor based on three shifts namely i Technological shift Growth

from old to new technology Telemarketing to Email marketing ii Conceptual shift Marketing to Integrated marketing iii Techno conceptual database marketing which uses technology to conceptualize marketing This book deals with contemporary practices in two categories namely ethical and unethical There is a thin line of difference while detailing ethical and unethical practices The subtle difference is often crossed with the help of creativity Multi level marketing is considered as ethical in few countries and unethical in some other countries Certain concepts overlap and where staunch differentiation is so difficult such as Viral and Buzz marketing though the same has been used in an interchangeable way

Marketing Management William Lazer, James D. Culley, 1983 *Marketing: Principles and Practice* Svend Hollensen, Marc Oliver Opresnik, 2017-05-03 Books on marketing can inevitably be called into question as there are so many relevant works on the subject However many of them are either too difficult to understand too lengthy and exhaustive or not related to practical decision making In addition most introductory texts deal solely with the marketing mix as the operational aspect of marketing or the strategic part Marketing Principles and Practice is different It is an innovative and outstanding new marketing introductory textbook which deals with marketing in such a way that covers as few pages and is as accessible as possible while communicating the fundamental most important theoretical aspects and facilitating the transfer of this knowledge to real life decision situations In addition the book not only integrates all relevant aspects of both strategic and operational marketing but also structures them in such a way that both practitioners and students acquire a comprehensive and holistic overview how it all fits together Consequently this book concentrates on the essential marketing know how for both practitioners and students Having read this book You will have a basic understanding of marketing and the process of marketing management You will know the most important marketing instruments and how they interact You can develop your own marketing plan Endorsements The dynamic and global competitive landscape requires marketing professionals who have a thorough knowledge of marketing principles coupled with strong creative skills This book provides excellent coverage of these principles and serves as a great resource for marketing students and young professionals everywhere Christoph Schweizer President Corporate Strategy Business Development Dr gerwerk AG Co KGaA Marketing Principles and Practice is an exciting textbook that provides a concise introduction to the theory and practice of Marketing in the 21st century organized around an innovative customer relationship perspective Perfectly suited to students of one semester marketing courses this invaluable source of knowledge presents a solid grounding in the fundamentals of contemporary marketing in a clear lively practical and straightforward style Highly recommended to marketing students educators and marketing managers everywhere Prof Dr Marko Sarstedt Chair of Marketing Otto von Guericke University Magdeburg Germany About the authors Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark He is the author of globally published textbooks and several articles in well recognised journals Svend Hollensen has also worked as a consultant for several multinational companies as well as global organizations like the World Bank Marc

Opresnik is a distinguished Professor of Marketing at Luebeck University of Applied Sciences and Member of the Board of Directors at SGMI Management Institute St Gallen He is Chief Research Officer at Kotler Impact Inc and a global co author of marketing legend Philip Kotler With his many years of international experience Marc Opresnik is one of the world s most renowned marketing management and negotiation experts

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