



Marketing: The Basics

Karl Moore, Niketh Pareek

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‘...a punchy, stripped-down version of what marketing is all about.’ – *The Times Higher Education Supplement*

If you have a product you’re looking to market, or you’re seeking to learn more about the potential of online marketing, *Marketing: The Basics* tells you everything you need to know about the techniques marketers use to push their product to the ‘tipping point’. The essentials of e-commerce are explored and explained, alongside more traditional marketing approaches in this revised and updated new edition. This book:

- Explains the fundamentals of marketing and useful concepts such as the Long Tail
- Includes an international range of topical case studies, such as Obama’s presidential campaign, Facebook, and Google
- Also includes a glossary of terms, guides to further reading and critical questions to assist further thinking and study

This lively and user-friendly introduction is perfect for professionals seeking to learn more about subject, and recommended for sixth-form, first-year undergraduate and MBA students.

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