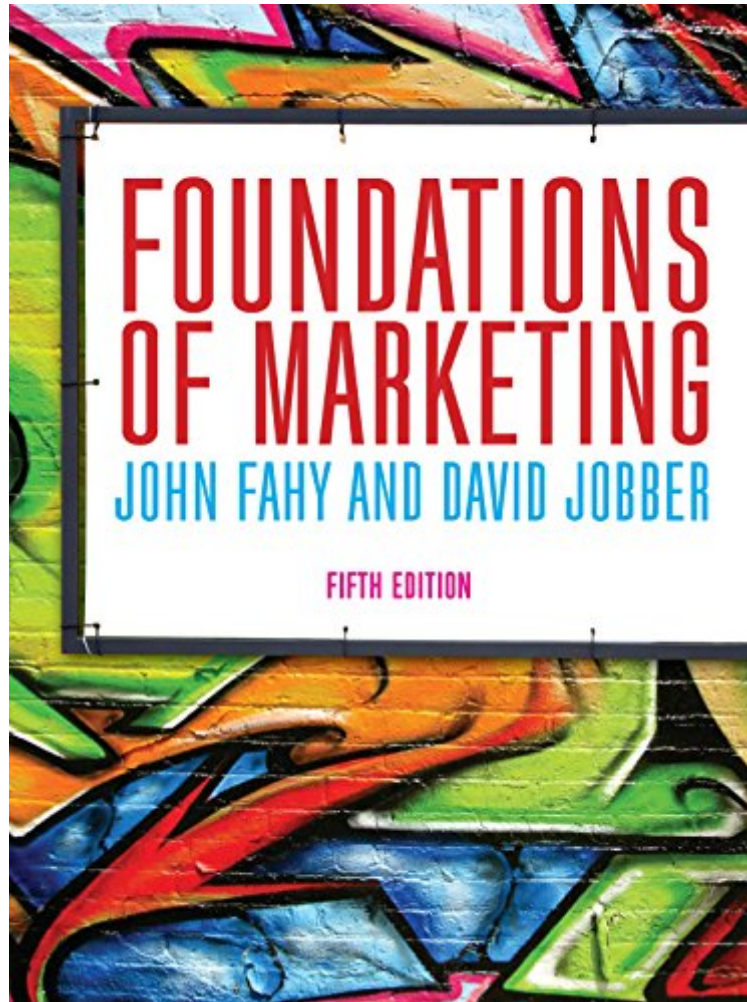


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Foundations of Marketing

John Fahy, David Jobber

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Valued by instructors and students alike, Foundations of Marketing presents an accessible introduction to Marketing. Packed with examples and end-of-chapter case studies highlighting the real world application of marketing concepts, this fully updated Fifth Edition features a dedicated chapter on digital marketing, whilst the focus on customer value is retained throughout the text.

About the Author John Fahy is Professor of Marketing at the University of Limerick in Ireland and Adjunct Professor of Marketing at the University of Adelaide, Australia. He has a distinguished track record of teaching and research in

the fields of marketing and business strategy. In particular, he is known for his work in the area of marketing resources and capabilities and how these factors impact on organisational performance. He is a founder member of the MC21 group which has conducted research on marketing resources and performance across 15 countries. Other current research interests include evolutionary perspectives on marketing and strategic decision making. David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing.