

PEARSON NEW INTERNATIONAL EDITION

Marketing
Defined, Explained, Applied

Michael Levens

Second Edition

ALWAYS LEARNING®

PEARSON®

Pearson New International Edition

Marketing
Defined, Explained, Applied
Michael Levens
Second Edition

PEARSON®

Marketing: Defined, Explained, Applied

Table of Contents

Cover
Table of Contents
1. The Meaning of Marketing
2. The Market in Marketing
3. Planning and Marketing in an Organization
4. A Broader Perspective on Marketing
5. Global Marketing
6. Value for Customers
7. A Perspective on Consumer Behavior
8. Consumer Insight
9. The Brand
10. Segmenting, Targeting, and Positioning
11. The Marketing Plan
12. Product and Service Strategies
13. Pricing Strategies
14. Supply Chain and Distribution Strategies
15. Retailing and Wholesaling Strategies
16. Advertising and Sales Promotion Strategies
17. Personal Selling and Direct Marketing Strategies
18. The Communications Mix
19. The Marketing Mix
Glossary
    A
    B
    C
    D
    E

Table of Contents

F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
Z
Index