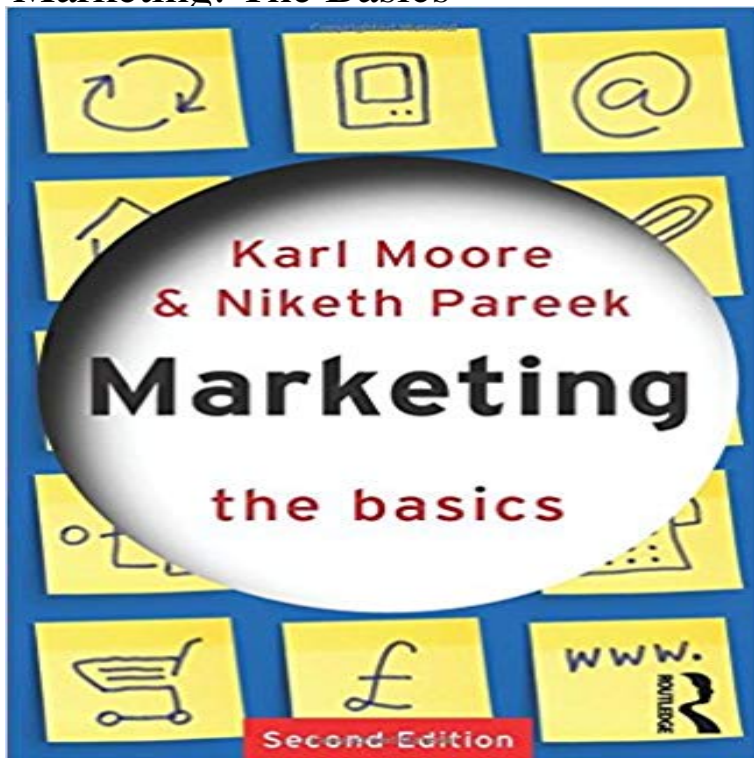


## Marketing: The Basics



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 the subject, and recommended for sixth-form, first-year undergraduate and MBA students.

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[\[PDF\] Catering: Food Preparation and Service](#)

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consider how you will market your business as part of your business plan. You're not alone if you're wondering, What is marketing, anyway? **Marketing Basics - FindLaw** Jul 2, 2016 Promotion is just one of many aspects of marketing (and usually one of the last steps of the marketing process). Marketing starts with product conception determining the needs and wants of customers and then researching and developing products and services that excel at meeting those needs.

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