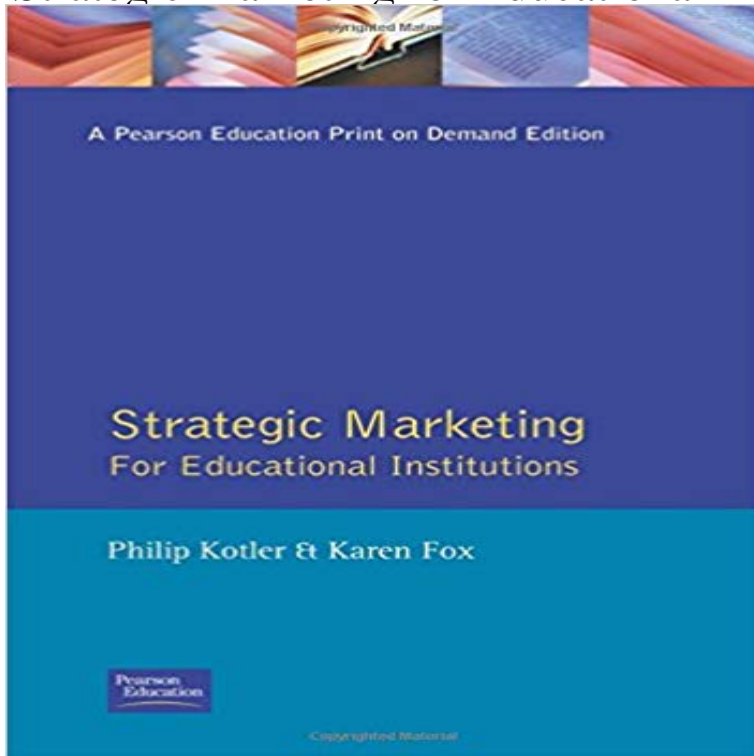


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Here is the handbook for academics and practitioners who want to understand what marketing is, how it can contribute to their institutions greater effectiveness, and how to do it. This revised edition, like its predecessor, provides a solid background in marketing in the context of educational institutions and their essential activities.* emphasizes quality, including service quality. * emphasizes the value of cost-effective research to uncover and gain a better understanding of the institutions marketing problems, as a basis for planning effective programs. * focuses on marketing as a process based on strategic planning. * presents ways to replace guesses with estimates through the use of tools for estimating market demand. * illustrates sound, systematic ways to develop and test new programs. * focus on direct mail including guidelines for using direct mail effectively. * 80% of the material is new or has been updated. * contains a new description of the marketing issues facing educational institutions in the 90s with the latest available statistics. * includes more examples of practical marketing-research tools. * focuses on educational institutions as service providers.

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