

# Marketing



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Marketing - kort og godt er for alle, der søger et hurtigt, letlæst og effektivt overblik over grundlæggende marketing/afsætningsøkonomi. Bogen er bygget op om fagets hovedemner, som de er behandlet i Philip Kotlers Marketing Management og andre grundbøger. Ud over alle de klassiske hovedemner indeholder bogen afsnit om marketingplaner, marketingmål, semiotik, medieplanlægning og mærkevarer/brands. Den kan fungere som introduktion til marketing, som resumé før eksamen og som håndbog, også for praktikere. Bogen retter sig mod HA'ere, HD'ere, markedsføringsøkonomer, merkonomer, eksportingeniører og kursister på diverse efteruddannelser - men kan læses af alle med interesse for afsætning og marketing. Forfatteren er uddannet erhversanalytiker og cand.merc. og har 16 års erfaring med praktisk markedsføring og undervisning i emnet.

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