

## The 20 Ps of Marketing: A Complete Guide to Marketing Strategy



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*(Jody Veum)*

## THE 20 PS OF MARKETING: A COMPLETE GUIDE TO MARKETING STRATEGY

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Kogan Page. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 9.1in. x 6.1in. x 0.8in. The 20 Ps of Marketing contains the thinking on which to base sound reactions to the marketing challenges faced by large and small companies today. Combining elements of the textbook and real world marketing experiences, it is packed with useful information and meditations on the craft of marketing, designed both to structure the readers thinking and as a springboard to further reflection. As such, the Ps - one to a chapter - are split into distinct categories. The first group contains the core Ps: the original four plus one more: packaging. In some versions this is included in product and it also can be confused with promotion. However, they are distinctive exercises. Group two covers actions that can be taken by product managers: Planning, Persuasion, Publicity, Push-pull and Positioning. Group three looks at how we measure success: Profit, Productivity, Partnership, Power and Perception. The final chapters cover the behaviors of everyone involved: People, Positive, Professionalism, Passion and Personality. Scattered within the chapters are numerous case studies. Some are taken from the authors personal experience, others are based on original research; still others on critical insight into some of the problems and opportunities faced by the consumer brands of our time. We learn how some brands change the game, such as Hagen Dazs and the Sony Walkman (both of which the author saw from the inside), and how others, such as Kodak, get left behind. The 20 Ps of Marketing strives to uncover something of lasting value about the long-term truths, the fundamentals of marketing. And it addresses the constant need for innovation, the pressure on budgets, the rise of social media and the sustainability and ethical issues that characterise the current marketing landscape. This item ships from...



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