



## Adding Value to Marketing

By David P. Doyle

Kogan Page Ltd, United Kingdom, 2006. Paperback. Book Condition: New. 230 x 154 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Marketing, as a function and a basis for business growth, continues to be an elusive factor in corporate success. A fast-moving marketplace and shifts in technology mean that most well-known and admired marketing campaigns succeeded in a totally different society and culture. Setting appropriate budgets, choosing the right integrated marketing mix and measuring the return on investment of different marketing programmes remains a perennial problem for most managers. In Adding Value to Marketing, the author examines the various challenges facing marketers today, from socio-cultural and demographic changes to market saturation, and the need for more segmented, targeted and cost-effective marketing policies. This book describes the techniques that will help marketing managers and executive and financial controllers to focus on reducing costs and adding value by: recognizing the changing dynamics of the global marketplace; budgeting for campaigns more effectively using techniques such as Activity Based Costing; transforming the marketing department from the revenue centre to a profit centre structure; and redefining the 4 Ps of your business- Product, Price, Place and Promotion- and examining whether they make sense...



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