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**the reader. The work is a step-by-step, logical, detailed and multi-faceted approach to writing the all-important Marketing plan. Maurice Williams, PMC, Former Chief Marketing**

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book helps  
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marketing their  
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*We all understand  
the basic  
principles  
underpinning  
marketing activity:  
to identify  
unfulfilled needs*

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***and desires and boost demand for the solutions a product is offering. The mantra is always "sell more". De-marketing tries for the very opposite. Why would a company actively try to decrease demand? There***

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***are many good reasons to do so: a firm cannot supply large enough quantities, or wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those***

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***that could be bad for brand reputation, or in the case of the finance sector, high risk. Demarketing can yield effective solutions to these issues, effectively curtailing demand yet (crucially) not destroying it.***

***Nevertheless, the fundamental negativity of de-marketing strategies often causes organisations to hide them from view and, as a result, they are rarely studied. This then is the first book to cast***

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secretive,  
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marketing,  
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mysteries and  
demonstrating  
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them into a profit-  
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illustrative global  
cases, providing  
insight into how  
these strategies  
have been  
employed in  
practice and  
measuring their  
successes and  
failures. It's a must-***

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***read for any  
student or  
researcher that  
wants to think  
differently about  
marketing.***

***This advanced  
level core textbook  
examines the role  
that HRM and HR  
managers play in  
developing  
processes and***



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***practices for high-performance organisations. It is built around a unique conceptual framework that provides a clear and coherent structure for the book. Underpinned by recent research in the field and the author's academic***

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***expertise, the book provides an historical overview of the development of strategic HRM as a field of study before bringing the discussion up to date by examining contemporary topics such as sustainable HRM,***

***e-HRM and high-performance work systems. The book extends the focus beyond the firm to include discussions about the role of multiple stakeholders, such as trade unions and governments, to encourage a deeper***

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***understanding of  
the role of  
national,  
institutional and  
cultural issues, as  
well as other  
external  
influences. This is  
an essential text  
for postgraduate  
and MBA students  
studying modules  
on Strategic HRM,***

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Management. It is  
also an ideal  
companion for  
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undergraduate  
modules on  
specialist HRM  
degree  
programmes.***

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Marketing  
Create Your Own  
Economy Via  
Network Marketing  
The story of a  
young guy who  
used to struggle  
with making  
money from  
home. After  
years of***



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***struggling, he  
then learned a  
simple skill on  
how to make  
money with ANY  
network  
marketing  
opportunity and  
has helped  
thousands of  
people earn  
income all from***

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***the comfort of  
home!***

***An Introduction  
to e-Business  
provides the  
contemporary  
knowledge of  
the key issues  
affecting the  
modern e-  
business  
environment***

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***and links theory  
and practice of  
management  
strategies  
relating to e-  
business. This  
book brings  
together the  
most cogent  
themes for an  
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***constitutes a  
valuable  
contribution to  
formalising  
common themes  
for teaching the  
subject in  
higher  
education. It  
brings together  
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perspectives***

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***based on  
academic  
research and  
the application  
of e-business  
strategies.  
These concepts  
are further  
explored in the  
six case studies  
that follow the  
set chapters.***

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***This new  
textbook  
integrates the  
main themes to  
provide a  
complete  
picture of the  
key elements  
relevant to an  
introductory  
text in e-  
business. To***

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***fully appreciate  
the e-business  
environment it  
is necessary to  
understand the  
links between  
the different  
disciplines that  
come together  
to form  
Market research  
has never been***

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***more important.  
As organizations  
become  
increasingly  
sophisticated,  
the need to  
profile  
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satisfaction,  
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audiences,***



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brands, optimize  
prices and more  
has grown.  
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accessible,  
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Practice is a  
practical  
introduction to  
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the whole  
process - from  
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project through  
to analyzing and***

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and quantitative***

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questionnaire,  
how to choose a  
sample and how  
to carry out***

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Plans for New  
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A Conceptual  
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to market  
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solution for  
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managerial  
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reflect new  
concepts, new  
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recent “best  
practices,”  
and to tightly  
integrate the  
best digital  
tools in the  
industry for  
ensuring that*

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*unifying focus*

*of Basic*

*Marketing has*

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how to make  
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decisions that  
a manager must  
make in  
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focus on and  
how best to  
meet their  
needs. Over*

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*many editions  
there has been  
constant  
change in  
marketing  
management and  
the marketing  
environment.  
Some of the  
changes have  
been dramatic,  
and others*

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*have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing's best practices and ideas. Throughout all*

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*of these  
changes, Basic  
Marketing and  
the supporting  
materials that  
accompany it  
have been more  
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continuous  
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improvement,  
this edition  
has been  
critically  
revised,  
updated, and*

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*rewritten to  
reflect new  
concepts, new  
examples, and  
recent “best  
practices.”*

*This edition  
extends the  
strategy  
planning  
approach,  
integrating*



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*concepts*

*tightly with  
the marketing  
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most tumultuous and  
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step back from the  
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that most digital marketing approaches start with and, instead, establishes a core and foundational structure from which all digital marketing initiatives can and should operate. The 7 Principles are simple without being simplistic and help to align digital marketers with a set of

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axiomatic,  
unchanging and  
foundational beliefs.  
In fact, these 7  
principles may be the  
only thing about  
digital marketing that  
won't change. A note  
from the author: Oh,  
look! You're reading  
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means I've got  
another sentence or  
two before you get



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bored and jump ship to go roam greener pastures. I get that, I do the same thing all of the time. Here's the problem with my book: That sexy little tidbit that you're looking for...you know, that hint, tip, trick, hack, best practice, "whatever" that'll make you an instant digital

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marketing demigod...it ain't here. I'm not saying it doesn't exist. I'm not saying Santa doesn't exist either. Here's what I am saying: maybe, just maybe, we're doing this wrong. I said "we" because I'm one of you! I'm a professional digital marketer (10 years and running!) and I do

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the same stupid thing that all of us are guilty of. I go out hunting for quick-fix content that'll give me some sort of blueprint to success as if digital marketing genius comes in a template. That's exactly why I wrote this book. Yes, strategies, tactics and best practices are important. But more

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important than any of that, something truly irreplaceable and a prerequisite to any lasting success: Principles. Here's the problem that I face: Principles aren't sexy! They just aren't. Tips and hacks and all of that crap, easy to sell. But principles...'  
Yawn! So, dear reader, I issue you a

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warning: if you're looking for that casual read that'll just drop a couple of little nuggets to simply make you sound smart the next time you're at a conference, I invite you to look elsewhere. (You're looking for dessert and I'm offering up that deep-dish beef

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stew your mom used to make on rainy days.) However, if you want the real deal, feet on the street, decade in the making, principle-centered, value driven, foundational approach to digital marketing: You found it. It's time we put down our plastic spiderman sporks and pick up

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the fine silver so we can sit at the big boy table with every other industry. It's time for digital marketing to have a principle-centered foundation. I hope you'll join me.

Thug life, Kasim

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