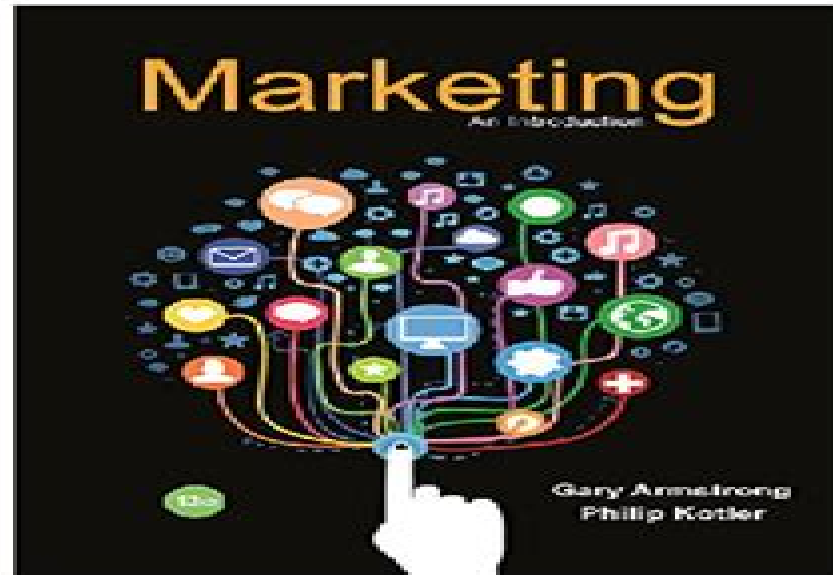


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Kotler, Kevin Lane Keller, Swee Hoon Ang, Chin Tiong Tan, Siew Meng Leong, 2016-04      **Entrepreneurial Marketing** Philip Kotler, Hermawan Kartajaya, Hooi Den Huan, Jacky Mussry, 2023-03-14 An eye opening discussion of the future of marketing from four of the leading minds in the field In *Entrepreneurial Marketing Beyond Professional Marketing* a renowned team of marketing leaders including the Father of Modern Marketing Professor Philip Kotler delivers a groundbreaking and incisive redefinition of entrepreneurial marketing In the book some of the marketing sector s brightest minds explore the increasingly essential initiative to build new capabilities beyond the mainstream marketing approach that also consider the effect of digital connectivity on consumers and companies everywhere This book also discusses what marketers need to do to break the stagnation of normative marketing approaches that are often no longer effective in dealing with dynamic business environments The authors introduce a fresh entrepreneurial marketing approach converging dichotomies into a coherent form The book also includes A post entrepreneurial marketing view of the commercial landscape which puts the operational aspect at the center of the action converging marketing and finance and adopting technology for humanity Discussions of the strategies and techniques that will drive the actions of the marketing departments to create value with values that will lead the company to success through the year 2030 Explorations of the paradox between the development of core competencies and collaboration with various parties including competitors The latest publication from some of the foremost minds in marketing and in business generally *Entrepreneurial Marketing Beyond Professional Marketing* is a must read combination of unique insight concrete advice and implementable strategies that introduce a new mindset for every professional marketer entrepreneur and business leaders worldwide      *Principles of Advertising & IMC* Tom Duncan, 2005 *Principles of Advertising and IMC 2 e* by Tom Duncan explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process Duncan s text presents the new ways companies communicate with business savvy customers It also shows how and why top management demands accountability of how advertising and promotion dollars are spent *Principles of Advertising and IMC* provides students with a basic understanding of all the major marketing communication functions the major media alternatives and the processes for integrating these activities in the most effective and efficient way in order to develop long term profitable customer relationships that build brands and create brand equity Based on feedback from reviewers author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts like channel marketing customer service direct response and personal selling to ensure a well rounded approach to the *Principles of Advertising* course      **Marketing for Hospitality and Tourism** Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu, 2017 *Marketing for Hospitality and Tourism 7 e* is the definitive source for hospitality marketing Taking an integrative approach this highly visual four color book discusses hospitality marketing from a team perspective examining each hospitality department and its role in the marketing mechanism These best selling authors are known as leading marketing educators and their book a global phenomenon is the

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