

## Marketing Theory Evidence Practice Byron Sharp

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Marketing: Theory, Evidence, Practice tells the story of marketing, its theories, concepts and real life applications, while providing a realistic overview of the marketing world.. It demonstrates the practical application of marketing skills, illustrated by case studies and practitioner profiles, and gives students industry insight that will support them in their careers.

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Marketing is an important area of management activity in any organisation. It generates trade and involves analysing, planning, managing and controlling activities concerned with creating and maintaining high levels of customer service and satisfaction. The marketer's central task is to make the brand easy to buy and this requires ensuring people can find it and know about it.

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By Byron Sharp Published: Oxford University Press, November 2018 Many textbooks are heavy on conceptual theory, and very light on evidence, and they neglect areas that are important to working managers. This textbook Marketing: Theory, Evidence, Practice provides scientific evidence, along with enlivening case studies, evidence based theory and practical guidelines.

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