

# Marketing Management Mc Cant

**Greg W. Marshall, Mark W. Johnston**

Marketing Management M. C. Cant, J. W. Strydom, C. J. Jooste, P. J. du Plessis, 2009 Focusing on the environment, market research, buyer behavior, cyber marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.

*Marketing Management* J. W. Strydom, M. C. Cant, C. J. Jooste, 2000 The third edition of Marketing Management adopts a more market and consumer-oriented approach to the marketing task than earlier editions. This edition emphasises the need for continuous innovation and the rendering of quality service.

Marketing Management Michael Colin Cant, Neels Van Heerden, Hellicy Chakosamoto Ngambi, 2013

Essentials of Marketing Michael Cant, 2010 Innovative and up-to-date marketing strategies are presented in rich detail in this new edition of a successful reference. The finer points of consumer behavior, product placement, and integrated marketing are discussed and illustrated with examples drawn from practical workplace experience. A new chapter provides information on planning, implantation, and control in a marketing campaign.

*Marketing Management : A South African Perspective 3e* Mc Cant, 2018

*Marketing* Michael Cant, 2011-03 A thorough understanding of the basics of marketing is essential for any marketing practitioner and student of marketing. This is a valuable tool which describes the foundational aspects of marketing and enables a basic understanding of this field. The book begins by placing marketing in perspective in an organisation, and details how the marketing environment impacts on a business, the need for marketing information when making business decisions, the steps consumers take when making purchasing decisions, how to segment a market and target the specific segment based on the information obtained and the analysis of the marketing environment, and lastly how to structure the marketing mix of product, price, promotion and place to ensure success.

Business-to-business Marketing K. M. Makhitha, Michael Colin Cant, Business-to-Business Marketing is the first B2B marketing book in South Africa written by local academics. Its content therefore includes material to which South African students of B2B marketing can relate more easily. This book is about businesses marketing their products and services to other businesses and covers concepts related to this environment. It gives valuable insights into business-to-business marketing management, as well as analyzing B2B buying practices, supply chain management, the selection of business

customers and the development of a B2B marketing strategy. It provides readers with an understanding of what B2B marketing is and how it differs from business-to-consumer (B2C) marketing. The book has a strong theoretical basis, while also exploring many case studies from a South African perspective.-- Publisher's description.

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*Marketing Management* Peter R. Dickson,1997 This edition presents marketing management concepts in a traditional format and includes many real-world examples, emphasizing topics such as international marketing, ethics, cross-functional teams and quality. Integrating competitive rationality throughout the text, the book also covers strengthening customer relations by outshining the competition in customer satisfaction, finding more efficient and less costly ways to deliver the same customer benefits and service, and improving general decision making implementation skills.

**MARKETING MANAGEMENT** Dr.D.David Winster Praveenraj,Mrs. B.Nandini,Ms. Bushra Tasleem,  
Essentials of Marketing ,2016

*Marketing Management* Greg W. Marshall,Mark W. Johnston,2022 No doubt about it, marketing is really changing. Marketing today is: Very strategic-customer-centricity is now a core organizational value. Practiced virtually, digitally, and socially to a greater degree than ever before imagined. Enabled and informed by analytics and new technologies. Accountable to top management through diligent attention to metrics and measurement. Oriented toward service as driver of product. Owned by everybody in the firm to one degree or another--

**Introduction to Marketing** Johan Botha,Cornelius Bothma,Annetjie Brink,2005-09 With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

**Marketing Management** Joseph P.. Guiltinan,Gordon W.. Paul,1994

Personal Selling M. C. Cant, C. H. van Heerden, 2005-09 Outlining 10 steps in the personal selling process—from prospecting for new business to closing a deal—this guide explains the art of the sale. The importance of listening to customers, clarifying the difference between selling a product and a service, and emphasizing the importance of business ethics are revealed. Descriptions of the options available to those seeking a career in sales are included, as is an exploration of the impact of the sales profession on the economy, and a reminder that all jobs require some amount of selling.

*Marketing Management 4E* Rajan Saxena, 2009

*Business Management* Hannie Badenhorst-Weiss, Tersia Brevis, Mike Cant, 2008-02 The world is in a constant state of flux, and this influences the operations of every business and organisation. *Business Management: A Contemporary Approach* deals with these changes by covering the functions of a business or an organisation and then addressing the contemporary issues that affect them. These issues include globalisation, corporate entrepreneurship and citizenship, credit, diversity and HIV/AIDS. Every student of business and business manager needs to understand the importance of these issues and their influence on the operations of a business. *Business Management: A Contemporary Approach* also highlights the interdependency between the various business functions. This interdependency is very important for a business or organisation to operate as a whole.

*Basic of Marketing Management*, 2014

**Marketing Management in Action** Victor P. Buell, 1970

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