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GRIN Verlag Apr 2008, 2008. sonst. Bücher. Book Condition: Neu. 208x37x15 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B-, Cardiff University, 11 entries in the bibliography, language: English, abstract: Are the 4 P s of international marketing of equal importance to all firms What factors might cause some to be more or less important than others by Stefanie Hoffmann Nowadays marketing should be an indispensable part of all companies. Therefore many organisations and companies have marketing departments made up of marketing managers and specialists who have to coordinate the different areas of the marketing mix. Marketing has to be understood as a concept which stands at the beginning of the production process and which has to be integrated in all company areas. It describes the exact organisation, planning, execution and control of all company activities which should help to define customers wishes and expectations. (Lecture, Tourism Marketing, Bentele, Dr. B., Merkur Academy, 2004/2005) Nevertheless it is difficult to find an exact definition of marketing. Often it means different things to different people. As we are living in a fast-moving society, situations develop and change. The accepted UK definition is the one given by the Chartered Institute of Marketing: 'Marketing is the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably.' (Lancaster and Massingham, 1999, p. 4) 16 pp. Englisch.



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