

Marketing Theory Evidence Practice Byron Sharp

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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

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