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In this spare time, he likes to swim, travel and devour current affairs magazines. Chris Fill is Principal Lecturer in Marketing at the University of Portsmouth. Much of his research to date has centred on aspects of marketing and corporate communication, including recent work on viral marketing, corporate branding and

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permission marketing.

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Marketing. Fifth Edition. Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti. The connection between marketing theory and practice is made explicit throughout, with examples and Market Insights, featuring companies as diverse as Dolce and Gabbana, Groupon, and KBC Bank, as well as SMEs, not-for-profits, and social enterprises.

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Purely theoretical book that explains basics and principles of

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marketing. Yet it does not provide a practical approach to marketing. I don't see it useful for making a marketing strategy document or a marketing plan for a company. Further work needs to be done to link it to practice.

Marketing by Paul Baines - Goodreads

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Baines P, Fill C & Page K (2012) Essentials of marketing. Oxford: Oxford University Press. Baines P, Fill C, Page K, Dioux J & Tramonte N (2012) Le Marketing: Des Fondamentaux A La Pratique Contemporaine. Bruxelles: De Boeck.

Professor Paul Baines - Cranfield University

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One-page Marketing Plan #2. The second one-page plan format I use is a combination of the Kotler plan and the Guerrilla Marketing process as advocated by Michael McLaughlin. This one's not much different from the Kotler plan, but it's less

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academic and more focused on emotional triggers that will get your ideal customer to choose you.

A One Page Marketing Plan Anyone Can Use - Small Business ...

Paul Baines is Professor of Political Marketing at Cranfield University. He is author/co-author of more than a hundred published articles, book chapters, and books on marketing issues. Over the last 20 years, Paul's research has particularly focused on political marketing, public opinion, and propaganda.

Marketing (4th Revised edition) | Oxford University Press

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Marketing - Oxford University Press

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