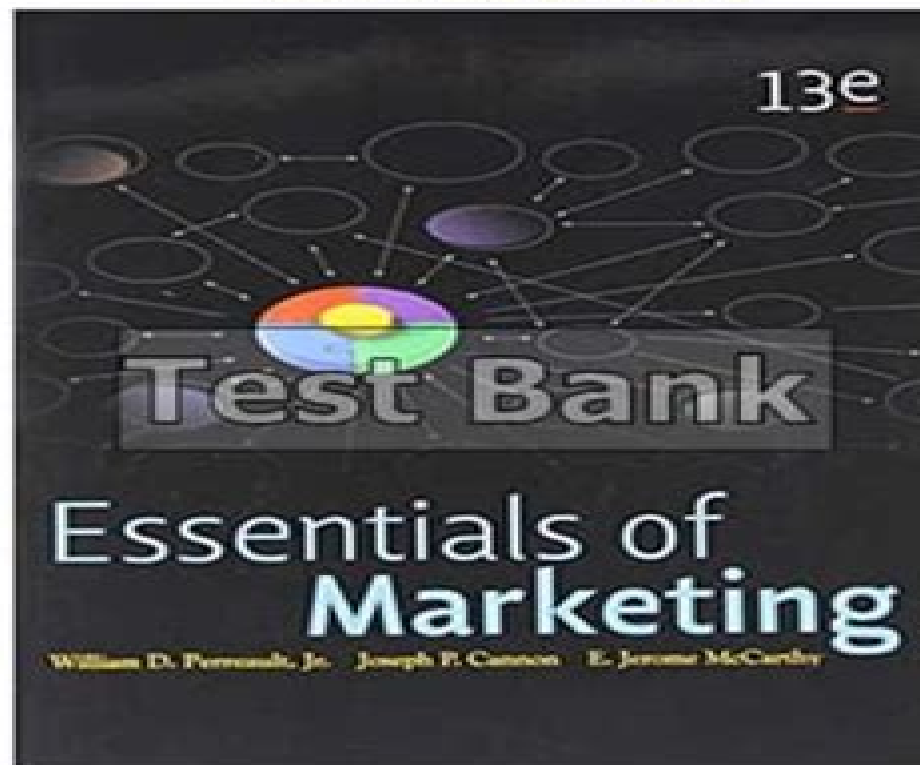


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Marketing, Principles & Perspectives William O. Bearden,Thomas N. Ingram,Raymond W. LaForge,2001 Visualizing Marketing S. Umit Kucuk,2016-12-20 This book focuses on marketing graphics figures and visual artifacts discussed in marketing theory in order to explain and discuss the marketing concepts visually and open a door to future predictions of the evolution of such marketing concepts Marketing concepts are by nature abstract and there is a need for approaches that provide a clear picture of such concepts and concrete and hands on knowledge tools to students scholars and practitioners Furthermore the recent rising importance and popularity of marketing metrics make visualization of such important marketing phenomena possible Visualizing or concretizing of marketing data is more important than ever as the usage and presentation of such enormous amounts of data requires visual representation Thus the book provides collection of such marketing visualization examples that can help marketing scholars and students to make sense of marketing concepts and their data so that they can develop clearer and winning marketing strategies

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Retailing Management Michael Levy, Barton A. Weitz, 2001 Retailing has become a high tech global industry Retailing Management covers the latest developments in

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