



KnowThis: Marketing Basics, 2nd edition

By Paul Christ



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KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications (“apps”), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

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Editorial Review

About the Author

Paul Christ holds a Ph.D. from Drexel University. He is a Professor of Marketing at West Chester University, the second largest university in the Pennsylvania State System of Higher Education and one of the largest universities in the Philadelphia region. Paul teaches MBA-level courses titled Marketing Management, Marketing and Technology, and Business Research and Data Analysis. Paul is also editor of KnowThis.com, one of the Internet's leading marketing references sites. In addition to academic experience, Paul has extensive experience in various marketing and sales positions with Fortune 500 companies and served in a management position for a successful startup in the consumer electronics industry. Additionally, he has been a consultant to many marketing and technology companies.

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