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Marketing Kerin Et Al Mcgraw

The purpose of this paper is to review state-of-the-art literature on product/brand positioning to re-examine the positioning concept and developing a more comprehensive definition from a theoretical viewpoint..A systematic review of positioning was conducted. The review conformed to a rigorous set of core principles: it was systematic (organized according to a method designed to address the ...

Positioning - a literature review | Emerald Insight

A marketing orientation has been defined as a "philosophy of business management." or "a corporate state of mind" or as an "organisation[al] culture" Although scholars continue to debate the precise nature of specific orientations that inform marketing practice, the most commonly cited orientations are as follows: Product oriented: mainly concerned with the quality of its product.

Marketing - Wikipedia

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Hill et al. (2010) Entrepreneurial marketing is a spirit, an orientation, as well as a process of pursuing opportunities and launching and growing ventures that create perceived customer value through relationships, especially by employing innovativeness, creativity, selling, market immersion, networking or flexibility ... Kerin, R., S. Hartley ...

Entrepreneurial marketing: Entrepreneurship and marketing ...

La necesidad de un nuevo paradigma del marketing, se hace evidente cuando Kotler et al. (2002), concentran su atención en el valor , partiendo de la propuesta de que existen tres factores decisivos del valor: el valor para el cliente, las competencias esenciales y las redes de colaboración.

El concepto de Marketing: pasado y presente

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