

Do It Marketing

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student led in its design and development the book incorporates digital marketing as
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information than ever on the core issues every marketer needs to know including value analytics and metrics and ethical and sustainable marketing and with new examples and assessments the text helps students actively learn and retain chapter content so they know what's happening in the world of marketing today this edition features a large number of new cases from prominent marketing academics and professionals from around Europe

one of the true classics in marketing is now thoroughly revised and updated marketing theory is both evolutionary and revolutionary as in earlier editions Shelby Hunt focuses on the marketing discipline's multiple stakeholders he articulates a philosophy of science based tool kit for developing and analyzing theories law like generalizations and explanations in marketing science Hunt adds a new dimension to the book however by developing arguments for the position that resource advantage theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy also new to this edition are four chapters adapted and updated from Hunt's controversy in marketing theory that analyze the philosophy debates within the field including controversies with respect to scientific realism qualitative methods truth and objectivity

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