



Marketing (3rd Revised edition)

By Paul Baines, Chris Fill

Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Marketing (3rd Revised edition), Paul Baines, Chris Fill, Imagine you had the opportunity to teach your marketing module from within the marketing department of a top company? This third edition of Marketing maintains the fresh and practice- focused approach for which it has become so popular, and continues to provide students with a truly unique insight into the fascinating world of a marketing practitioner through informative and engaging bespoke video interviews with those in the industry. - How did a youth engagement agency Livity use young people's affiliation for music to raise awareness of Childline? - What social media campaign did Virgin Media decide upon to promote superfast broadband? - How did BBH go about shifting reader perceptions of the Guardian newspaper? - Which message did Budweiser Budvar decide to develop in order to build strong emotional links with its customers? Fully integrated with the topics covered in the textbook, each practitioner interview demonstrates how marketing problems are approached and solved in the real world. Hear from an international mix of companies including Virgin Media, Orange, Bartle Bogle Hegarty, Brompton Bicycle, Oxfam, BrainJuicer, Budweiser Budvar in the Czech Republic, Systembolaget in...



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