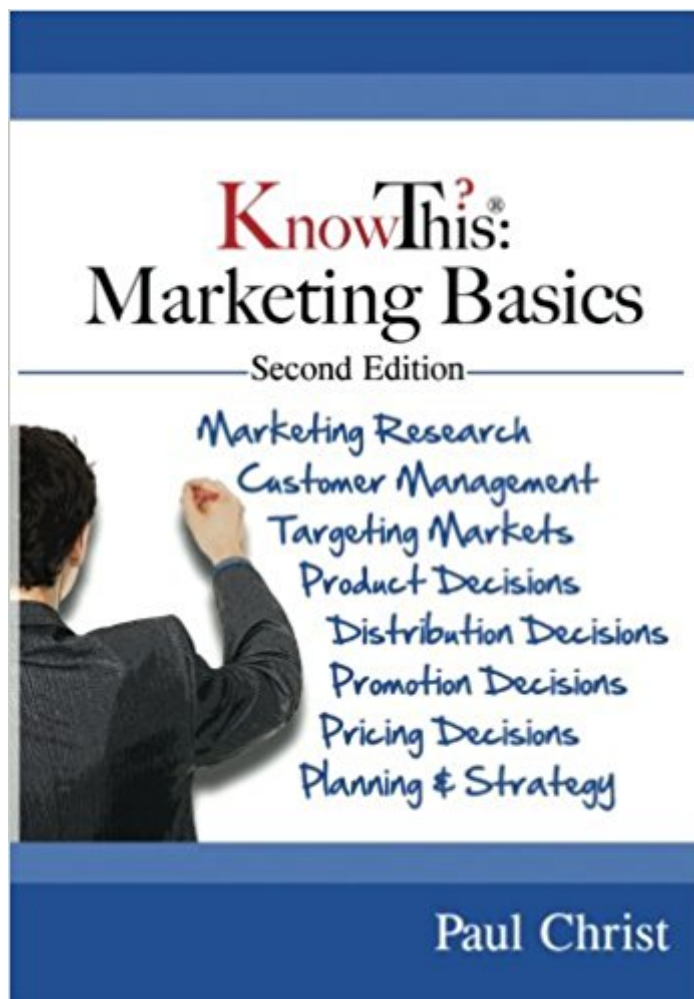


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# KnowThis: Marketing Basics, 2nd Edition



## Synopsis

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 (i.e. "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

## Book Information

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## Customer Reviews

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.

This book is awful. I am taking a marketing class at a local college and the teacher picked this book because its cheap and she was trying to help out the college kids with the cost of the books but honestly I would rather pay for a book that actually shows you what a marketing plan is from start to finish or one that has some practice tests. Its lacking in detail and considering that this is an entry level book it should lay out the concepts in more detail. If you are looking for a VERY BASIC book that is no frills - you are getting what you paid for. I would pay 5 times the price for the book if I felt like I learned more from it.

Purchased for my Principles of Marketing class and found it full of very good information. Loved that it connected the information with real life examples of large, well known companies.

Terrific for students, teachers and marketing practitioners alike. Has been adopted at the Institute of Advanced Business Studies [www.iabs.edu.au](http://www.iabs.edu.au)

The book is very informative, however he doesn't give you any quiz questions regarding the chapter or online on his website. For a college text book, this book doesn't help you at all for a class

A+

Came in great shape!

I work as marketing and sales manager and after i read this book I understood too many issues that I did not know before. I want to thank to this author Paul Crist that gave me the key to work well and to make my marketing activity more fertile. I advise to all who are interested in marketing and who

wants to improve his knowledge to obtain this book. It's really well written and all marketing topics are explained in detail, with simple language and with many true cases :)

Would like to see a full blown Marketing Plan Example taken from start to finish. Otherwise GREAT intro to a very broad subject.

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