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Marketing: Theory, Evidence, Practice bridges academic theory and real-world marketing

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knowledge. It introduces students to the core topics necessary for their undergraduate studies and is designed with the future professional in mind. It clearly illustrates how marketing problems have been solved in business - connecting theory to practice.

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Marketing Theory Evidence Practice Byron Sharp

This textbook adopts an evidence-based approach to marketing. Key competitors in the market tend to focus on traditional theories and concepts, whereas this text challenges these traditional marketing assumptions and presents a newer, and more research-driven, way of understanding marketing.

Marketing - Byron Sharp - Oxford University Press

This textbook Marketing: Theory, Evidence, Practice provides scientific evidence, along with enlivening case studies, evidence based theory and practical guidelines. This new edition includes: New chapters on selling and sales management, developing and implementing a marketing plan and social marketing, as well as new practitioner profiles and case studies.

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It challenges traditional marketing theories and concepts, presenting a research-driven framework for understanding the marketing process.

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Marketing : Theory, Evidence, Practice

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