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THEORY EVIDENCE PRACTICE

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Attractive Thinking Chris Radford, 2019-11-01 Forget everything you ve been told about maximizing Lifetime Customer Value To take your business to the next level you need a brand strategy that s focused on attracting new customers not exploiting existing ones In this transparent digital age smart business leaders know that profitable growth comes from helping customers not exploiting them Attractive Thinking sets out a ground breaking methodology developed during 30 years experience transforming brands for Pepsi Mars Miracle Gro and many high end service businesses to achieve exactly that Discover the five key questions you must answer to create a better brand strategy and the tools to deliver it clarity on what matters to customers products and services that customers love marketing that attracts them and a team that is committed to delivering it Attractive Thinking is a practical handbook for CEOs managing directors and marketers who want to make the big brand techniques work for them *Critical Thinking for Marketers, Volume I* David Dwight, Terry Grapentine, David Soorholtz, 2016-12-02 All marketing actions whether preceded by formal or informal decision making processes are based on what philosophers call arguments An argument is a set of related statements comprising premises

and a conclusion Ideally premises give an audience good reasons for accepting your argument s conclusion In marketing these conclusions are normative decisions about what an organization should do for example raise prices by five percent add a new sales territory or perhaps change the marketing communications mix to invest more in digital and less in print The premises are the rationale behind why the organization should take such actions Critical Thinking for Marketers Learn How to Think Not What to Think provides information and guidelines on not only how to develop good arguments but also what it means to develop a good argument For example the book describes two basic kinds of arguments deductive and inductive and how to examine whether such arguments are good or not To do this the book explains 60 logical fallacies or errors in reasoning that marketers should avoid Additionally the authors several Think Better discussions examine how fields such as philosophy behavioral economics and marketing theory have informed the principles of critical thinking in marketing

Critical Thinking for Marketers, Volume II David Dwight,Terry Grapentine,David Soorholtz,2016-12-02 This second volume of Critical Thinking for Marketers expands your background knowledge of other areas of critical thinking that are making major contributions to both marketing as a social science and marketing as an applied science Section I Think Better provides introductory discussions of marketing as a science the difference between correlation and causation the meaning of what a concept is and why it is critical for marketers to develop good concept definitions e g What is customer satisfaction why the 18th century Scottish philosopher David Hume is relevant to marketers today and the impact that behavioral economics is having on how marketers do their job Section II Cognitive Biases and Their Importance talks about recent discoveries in cognitive psychology and neuroscience that have relevance to marketers You ll learn that marketers need to be aware of their own cognitive biases and irrational thinking processes which often lead to making bad decisions and that the retail and business customers we market to are not as rational as we may think and hope they are Finally Section III Conclusions draws on both Volumes I and II to summarize the book s primary messages with helpful hints on applying your new tools and making better marketing decisions

Eat Your Greens Wiemer Snijders,2018-09-27 How can we sell more to more people and for more money The marketing world is awash with myths misconceptions dubious metrics and tactics that bear little relation to our actual buying behaviour Studyguide for Marketing Cram101 Textbook Reviews,2013-05

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relations with Australia and New Zealand from 1949 to the present day Its scope includes pre modern modern and contemporary sculpture painting and peasant art as well as ancient artefacts performance arts and gardens In considering the geopolitical connections opened by the arts this book presents new insights into some of the ways in which China often in conjunction with local supporters sought to present itself to the people of Australia and New Zealand It also considers how for their part New Zealanders and Australians worked to expand understandings of their powerful northern neighbour within changing political contexts The first of its kind this book length interdisciplinary study of Chinese soft diplomacy in Australasia will be invaluable to students and scholars of Chinese studies cultural diplomacy museum studies and art history

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