



Reason-Oriented Marketing: A Generic Marketing Approach for reasonable Products and Services

By Martin Masuch

Diplomica Verlag GmbH Jul 2012, 2012. Taschenbuch. Book Condition: Neu. 220x155x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - The modern economic world is characterized by a vast number of different customer requirements, products, and variations of products, as well as ideas, meanings, opinions, and arguments. Marketing activities are nowadays embedded in a complex world characterized by a multitude of interdependencies and interrelations between different stakeholders and interest groups. Hitherto, economic systems, and above all marketing strategies, strive to separate concerns in order to control the whole. The development of autonomous and stand-alone marketing concepts in the past reflects this paradigm. To cope with the global and networked conditions of the presence, suitable strategies have to be designed which are able to manage the requirements of transnational relationships. The combination of transverse reason and the open society as well as the conceptual transfer to the field of marketing leads to the concept of reason-oriented marketing. The generic character of reason-oriented marketing is enabled by methodical patterns which presents solutions to selected aspects of the marketing process. These patterns constitute generic blueprints for sample solutions that can be systematically arranged to design a strategic implementation...



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