



Marketing Unwrapped (Paperback)

By Ray Perry

John Wiley and Sons Ltd, United Kingdom, 2001. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Key skills for marketers in the 21st century, which we have now cautiously embarked upon, conjures up images of great technological advances, of a world utterly transformed, a world perhaps ultimately dominated by Artificial Intelligence. This book thankfully does not indulge in the whole what might be debate, but instead sensibly takes a long hard look at where marketing stands today, setting out the key skills marketers must master to succeed over the next decade or so. Written by CIM s Director of Marketing, Ray Perry, in a very accessible, sometimes amusing manner, the book outlines the evolution of marketing basics in the 20th century before swiftly moving on to the issues that face the 21st century marketer. These range from the proliferation of media and the choices this now presents the marketer, to consumers concerns over privacy and data protection. These and other key themes are outlined, demonstrating how they will impact and shape the marketing function. What becomes clear is that in order to succeed in the future, marketers will need to be flexible, adaptable and multi-skilled . Pan-marketing,...



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Reviews

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This publication is great. It really is packed with knowledge and wisdom Your daily life period will probably be transform when you complete reading this article book.

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