



Marketing Strategies, Tactics, and Techniques: A Handbook for Practitioners

Stuart Rogers



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For professionals who feel lost in a forest of marketing and for students who need ways to organize and access what they are learning quickly, this is the guide and sourcebook for you. Rogers lists and defines 1,012 marketing strategies and tactics succinctly by category, and provides a way to retrieve them by any of the different names they're known by. He explains several hundred proven marketing techniques, and defines essential and obscure marketing terms. As a reliable how-to for people preparing formal plans for projects in marketing, advertising, and public relations, Rogers' field tested material, his own and others', can be quickly understood and immediately applied. The result is a unique, necessary resource for marketers on the way up--and for those already there.

Rogers' approach is simple and linear. First, he describes a basic method for developing a marketing plan by detailing effective research techniques. He illustrates how to identify prime customers and prospects, as well as how to evaluate products, services and organizations, and then imparts the objective-setting process, including directions for establishing clear and measurable marketing goals. He defines specific tactics, offering a glossary of terms. Strategies are listed in separate chapters, categorized by their application to: market, product or service, name or brand, packaging, pricing, distribution or logistics, and other criteria. In addition, he discusses key promotion strategies that will increase the success of current marketing efforts. The book concludes with 19 appendices that present tabular detail and other valuable information.



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