



# **Marketing Strategies: A Contemporary Approach (2nd Edition)**

*Ashok Ranchhod, Calin Gurau*

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Taking a modern European perspective, *Marketing Strategies* examines marketing from different angles in order to create a broader understanding of the discipline. A radical and dynamic approach to the subject is taken, in that there is no discussion of the traditional 4 'P's, as strategies are company-specific. Instead the author integrates five of the main contemporary factors that affect marketing in the 21st century: Globalisation, the Impact of Technology, Ethics, Market Orientation and Sustainability.

*Marketing Strategies* is suitable for upper level courses in BA marketing modules such as marketing strategy, marketing management, as well as students studying for an MBA and a Business Studies course.

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