



Valued by instructors and students alike, Foundations of Marketing presents an accessible introduction to Marketing. Packed with examples and end of chapter case studies highlighting the real world application of marketing concepts, this fully updated Sixth Edition features digital marketing integrated throughout the chapters as well as a dedicate chapter on marketing planning and strategy. Discover: How marketing adds value to customers and organizationsHow innovative brand positioning drives commercial successHow new digital marketing communication techniques are being used by companies to drive their brand awareness and engagement, as well as customer retention and conversion levelsHow marketing planning and strategy gives direction to an organization's marketing effort and co-ordinates its activities. Key features: Marketing Spotlights showcase the marketing innovations of brands including Adidas, Crayola, Samsung and KFC.Marketing in Action boxes offer varied examples of real companies' campaigns in the UK, Scandinavia, The Netherlands and internationally.Critical Marketing Perspective boxes encourage critical thinking of ethical debates to stimulate student discussion about socially responsible practice and encourage critical analysis of these issues.12 brand new end of chapter Case Studies including Fjallraven, Primark, Uber and BrewDog give in-depth analysis of companies' marketing strategies, with dedicated questions to provoke student enquiry.Marketing Showcase videos feature interviews with business leaders and marketing professionals, offering insights into how different organisations have successfully harnessed the elements of the marketing mix.

This book provides a snapshot of the major social, cultural and economic changes that have taken place in the contemporary consumer society following the global financial crisis of 2008. It discusses brands, consumption patterns and advertising, and highlights their symbolic component. Markets are conversations, as the Cluetrain Manifesto pointed out as early as 2000, and this is all the more so today in our increasingly digitalized society. Advertising, therefore, needs to attune products to the most interesting conversations, those that are consistent with the new sensibility of the individual, identifying the languages which reflect most closely the new values and which are most useful for effective storytelling. The analysis here focuses on Italian advertising, but the language categories described are in tune with the new Zeitgeist, which, faced with the challenge of climate change and the crisis of unlimited economic growth, demands a more informed and responsible approach to consumption globally. The book is, therefore, useful for those working in corporate communication, advertising agencies, universities and Italian cultural organizations.

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