

Download Marketing In Contemporary Concepts : Practical Custom Edition

Save on ISBN 9780536004666. Biblio.com has Marketing in Contemporary Concepts : Practical Custom Edition by Callahan and over 50 million more used, rare, and out-of-print books. Contemporary Marketing refers to theories that stress the importance of customer orientation versus the traditional market orientation. They are strategies that, when implemented, offer greater support for their client base with a product range that varies depending on what the target market desires. Rather than what the company wants them to have. Basically, marketing concepts relate to the philosophy a business use to identify and fulfil the needs of its customers, benefiting both the customer and the company. Same philosophy cannot result in a gain for every business, hence different businesses use different marketing concepts (also called marketing management philosophies). Customer Lifetime Value is the concept used to assess what a customer is worth, based on the present value of future revenue attributed to a customer's relationship with a product. A different class of models to others, this is more of calculation model - covered in Chapter 6 of my Internet Marketing Book.