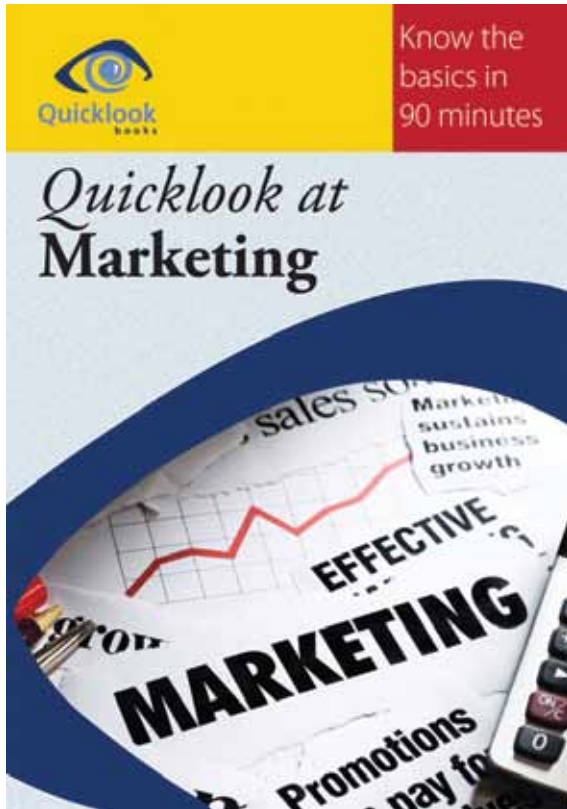




# Quicklook at Marketing

[www.quicklookbooks.com](http://www.quicklookbooks.com)

Know the basics in 90 minutes



**M**arketing takes many forms and is aimed at all of us. Huge resources are devoted to it. The success of businesses depends on it.

*Quicklook at Marketing* covers all the key areas. There are strategic considerations and many other aspects – market research, advertising, public relations, sales promotion, merchandising and display.

Marketing is always on the move. Electronic sales methods are now important, backed up by social networking and viral methods.

Selling is part, but only part, of marketing. We look at the many different aspects.

● Follow a marketing director tackling the launch of a new product.

## Quicklook at Marketing

### Paperback

96 pages

ISBN: 978-1-908926-16-6

RRP: £7.99

### E-book

ISBN: 978-1-908926-64-7

RRP: £3.99

Published: 1 August 2012

BIC categories: KJS

Rights: Worldwide

## Quicklook Books

Weighbridge House

Grittleton SN14 6AP

Registered in England No 06641038

VAT No. 981 1411 34

## The author

Patrick Forsyth has for many years worked as a marketing consultant and trainer. He has held a number of positions in sales, sales management and marketing with different businesses. For some years he worked for what is now the Chartered Institute of Marketing.

Patrick is a prolific author of books on marketing topics. He has presented programmes on marketing and management matters on BBC TV.



Every **Quicklook** book explains the basics of a big subject in a read of not more than 90 minutes – even for readers with no prior knowledge.

The books are of general interest but should be particularly useful to those entering the world of work.