



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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