

Applied Marketing: the concepts and the tools

Preface

The motivation for the book comes from the need of support we experienced when teaching for several years marketing materials. Several books are available which either treat the subject in very general terms or focus on some specific part of marketing. These are important, but there is a lack of books elaborating on application and field assessment from a process perspective. The chapters of the book cover different steps to go through to perform applied marketing. Moreover, examples of empirical studies are provided throughout the book. It is of particular importance to illustrate how important is to master both the key concepts and the main tools that are usually applied in marketing. The book is mainly focused on empirical evidences, but it should be remembered that we do not have to resort to advocacy marketing management without providing the concepts and the tools that enable such a matter. The target audience of the book can be divided into four categories. **Students** may use the book as an introduction to experimentation in marketing management with a particular focus on evaluation. The book is suitable as a course book to combine the more theoretical material with some practical aspects. **Teachers** may use the book in their classes if they believe in the need of making marketing management thought more empirical. **Researchers** may use the book to learn more about how to conduct empirical studies in marketing management and use them as one important ingredient in their research. Moreover, the objective is that it should be fruitful to come back to the book and use it as a checklist when performing empirical research. **Practitioners** may use the book as a “cookbook” when evaluating some new methods or techniques before introducing them into their organization. Practitioners are expected to learn how to use marketing management tools in their daily work when changing, for example, the development process in the organization they are working. For practical reasons, we have chosen to draw inspiration from the agriculture and agri-food sectors in our illustrative examples of the conditions for the application of marketing tools. These are two areas where it is appropriate to check concepts and tools as the process of production, processing and marketing is clearly evident.

The author.

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