

Express Series English For Marketing And Advertising Students Book And Multirom A Short Specialist English Course

The most up-to-date business English dictionary created specially for learners of English.

Create breakthrough marketing campaigns that achieve staggering consumer response rates by harnessing the power of R.E.D. Marketing: a transparent and flexible methodology from the CEO and CMO of marketing powerhouse Yum! Brands—Taco Bell, KFC, Pizza Hut—with a genuine track record of success. Sidestep the other marketing books, courses, articles, and even TED talks that offer hypothetical explanations that sound sensible. Embrace the proven, systematic approach of RED Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth—no PhD required! In 2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together they developed the R.E.D (Relevance, Ease, Distinctiveness) method. It's simple methodology does not require complicated terms and a PhD to understand, it's actually quite simple—marketing works in three very different ways: Relevance—Is it relevant to the marketplace? Ease—Is it easy to access and use? Distinction—Does it stand out from competition? Combining actual examples from Yum! and other recognizable brands of every size around the world; the latest findings in marketing, neuroscience, and behavioral economics; and the author's own experience marketing three different brands across 120 countries—your brand can set and achieve a truly breakthrough marketing campaign utilizing R.E.D Marketing.

Reach new and diverse customer groups and expand your market share The standard approach to marketing is to look for as many people as possible who fit one core customer profile. How to Market to People Not Like You challenges this traditional thinking about core customer bases, giving you a new approach to expand your customer base and your business. Arguing for focusing on customer values rather than demographics, How to Market to People Not Like You reveals how you can grow business and profits by targeting those who are different from your core audience, rather than those who share similarities. Reach unfamiliar new market segments with your products Learn how to engage micro-segmented customer groups Author's company was named one of the top ad agencies in the US by Ad Age Find out How to Market to People Not Like You, understand the needs and values that distinguish diverse customers, and reach their hearts, minds, and wallets.

Draws on real-life stories and figures, including Martin Luther King, Jr. and Steve Jobs, to examine the qualities a good leader requires in order to inspire and motivate people.

Elizabeth Martin explores the impact of globalization on the language of French advertising, showing that English and global imagery play an important role in tailoring global campaigns to the French market, with media companies undeterred by the attempts through legislation to curb language mixing in the media.

Marketing express is the fast-track route to mastering all aspects of marketing. It introduces and explains all the key techniques successful marketers use, from CRM to brand management, and from failsafe planning to making the most of technology. It is illustrated with examples and lessons from some of the worlds most successful businesses, including Sony, Sephora, Apple, Zara, Henkel, Best Buy and Wal*Mart, and ideas from experts like C.K. Prahalad, Theodore Levitt, Philip Kotler, David Aaker, Al Ries and Jack Trout. It includes a glossary of key concepts, a comprehensive resources guide and a fast, easy-to-read summary of "ten steps to making it work." Marketing express gets straight to the essentials so you can read up and act...fast.

David Crystal's classic English as a Global Language considers the history, present status and future of the English language, focusing on its role as the leading international language. English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

With its communicative syllabus, authentic business material, and expert tips from a leading management school, plus interactive multi-media, Business Result helps students learn the communication skills they need for work quickly and effectively.

Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies. This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

English for the Pharmaceutical Industry teaches students how to communicate effectively in different areas of pharmaceuticals. The course is suitable for a range of pharmaceutical professionals, such as chemists, formulation scientists, lab technicians, medical writers, and clinical researchers. English for the Pharmaceutical Industry has six units which cover the core areas of pharmaceuticals, from initial substance discovery to the final stages of production and packaging. Every unit uses authentic situations and dialogues to concentrate on one fundamental aspect of the industry. This short, intensive course can be completed in 25-30 hours, so students make progress quickly. Table of contents: * Unit 1: The kick-off meeting: Providing information, introducing oneself, one's field and projects, summarizing action points, writing job ads. * Unit 2: Substance discovery: Asking about drug discovery and drug development, talking about time periods, asking for and giving opinions. * Unit 3: Quality assurance and auditing: Informing, asking questions during an audit, suggesting corrective action, discussing SOPs. * Unit 4: Reading for testing in live organisms: Describing a process, getting information, making suggestions, linking ideas, requesting information and responding directly. * Unit 5: Drug safety and regulatory affairs: Reporting severe adverse events, discussing the causes of SAEs, asking about implications form a drug, giving general advice, giving strong warnings. * Unit 6: Production and packaging: Expressing moments in time, giving instructions, describing a process, giving presentations.

Praise for Career Distinction "Hands down, this book is the bible on branding for your career!" -- Susan Britton Whitcomb, author of Job Search Magic "As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend--Career Distinction by William Arruda and Kirsten Dixon. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker." -- Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute "Arruda and Dixon are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want to distinguish themselves from the competition." -- L. Michelle Tullier, PhD, Vice President of Right Management and author of The Unofficial Guide to Landing a Job

Confessions of an Advertising Man is the distillation of all the successful Ogilvy concepts, tactics and techniques that made this book an international bestseller. Regarded as the father of modern advertising, David Ogilvy created some of the most memorable advertising campaigns that set the standard for others to follow. Anyone aspiring to be a good manager in any kind of business should read this.

Express English for marketing and advertising. Pack. Student's book. Per le Scuole superiori. Con Multi-ROM English for Marketing and Advertising Oxford University Press, USA

Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and "stories" tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability. Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

Please note that the Print Replica PDF digital version does not contain the audio. English for Socializing is part of the EXPRESS SERIES. It is the ideal quick course for anyone who needs English to socialize in a professional context. It can be used to supplement a regular coursebook, on its own, as a stand-alone intensive specialist course, or for self-study. With English for Socializing uncomfortable silences during a business dinner will be a thing of the past: you will be prepared for any situation!

Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

Fast track route to mastering all aspects of marketing Covers all the key techniques for successful marketing, from CRM to brand management, and from failsafe planning to making the most of global opportunities Examples and lessons from some of the world's most successful businesses, including Sony, Volkswagen and Wal-Mart, and ideas from the smartest thinkers, including Regis McKenna and Philip Kotler Includes a glossary of key concepts and a comprehensive resources guide ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: 01 Innovation 02 Enterprise 03 Strategy 04 Marketing 05 Finance 06 Operations and Technology 07 Organizations 08 Leading 09 People 10 Life and Work ExpressExec is a perfect learning solution for people who need to master the latest business thinking and practice quickly.

Because American consumers transmute between social identities in expressing their values and affiliations, marketers must apply transcultural marketing methods and offer a cultural values proposition to build long-term customer relationships. This unique book weaves these topics into profiles of 9 influential American subcultures currently shaping their members marketplace choices.

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With The New Community Rules, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

The first of a series of books for learners of English in the business world that primarily promotes reading and writing skills. Learners learn to read and analyse authentic materials including poems, internet and newspaper articles. They also practise listening to recorded excerpts from actual movie scenes. The structure of the units and subsequent language exercises allows flexibility when there are different levels of learners in the same class who range from high beginners to low intermediate. The text is colourful, interesting and easy to use. Each booklet is accompanied by a teacher's companion with instructions on classroom techniques an audio CD.

An expanding series of short, specialist English courses for different professions, work skills, and industries.

The sales function is the front-line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people.

Please note that the Print Replica PDF digital version does not contain the audio. English for Meetings is part of the EXPRESS SERIES. It is the ideal quick course for professionals who need to attend meetings in English. It can be used to supplement a regular coursebook, on its own, as a standalone intensive specialist course, or for self-study. English for Meetings is the perfect resource to refer to before your next international meeting.

The Nature of Marketing describes the power of social and consumer networking, and demonstrates the tangible benefits of building brand experiences that leverage this phenomena. In order to build sustainable desire and create demand, brands must be able to exert influence among these new kinds of community.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Hispanic Marketing: Connecting with the New Latino Consumer is about using cultural insights to connect with Latino consumers. It's about marketing strategies that tap into the passion of Hispanic consumers so that marketers and service providers can establish the deep connections they need for a successful campaign. This book provides an understanding of the Latino consumer that goes beyond simplistic recipes. This highly revised and expanded edition comes on the heels of new US Census figures: Hispanics now account for 53% of the US population growth since 2000, soaring to over 16% of the total population. Corporations are now realizing that they must incorporate Hispanic cultural values into their products, services, and communications. This edition reflects and responds to the profound changes the Latino market has experienced since the first edition. It considers the way in which changes in cultural identity, immigration, economics, and market synergies need to be addressed in a new relationship with Hispanic consumers. Twenty-five new industry case studies illustrate the chapters. These case studies show how brands from diverse categories have developed a cultural understanding of their Latino target and created campaigns that established strong bonds.

Fast track route to mastering all aspects of sales promotion Covers all the key techniques for successful sales promotion, from understanding your customers to budget setting, and from promotional law to managing international promotions Examples and lessons from some of the world's most successful businesses, including Autobyte.com, and Pepsi Includes a glossary of key concepts and a comprehensive resources guide ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: 01 Innovation 02 Enterprise 03 Strategy 04 Marketing 05 Finance 06 Operations and Technology 07 Organizations 08 Leading 09 People 10 Life and Work ExpressExec is a perfect learning solution for people who need to master the latest business thinking and practice quickly.

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Indian Writing in English and the Global Literary Market delves into the influences and pressures of the marketplace on this genre, which this volume contends has been both gatekeeper as well as a significant force in shaping the production and consumption of this literature.

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