



Marketing Project Management Body of Knowledge (Paperback)

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Createspace Independent Publishing Platform, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Global competition has forced enterprises to release products and services at the fastest speed to meet the dynamic customer needs in order to gain competitive advantages and market shares, and the most important key is the marketing of these products and services. Today, where the product life cycle keeps getting shorter as the customer s needs keep changing, if there s no comprehensive and practical marketing management model in place, it would be difficult for enterprises to face the market changes and immediately release products and services to meet market demands. The source of gaining enterprise competitive advantages is to highly satisfy the customer s needs while shortening the time to market. To achieve the prerequisite of high maturity marketing management, the enterprise must have a very complete marketing management system. The entire process of marketing management is a typical project, because it has both of project s characteristics, uniqueness and temporary. In addition, the marketing management process requires budget control, time control, quality control, and human integration and risk aversion. Therefore, applying project management s knowledge and techniques to manage the...



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