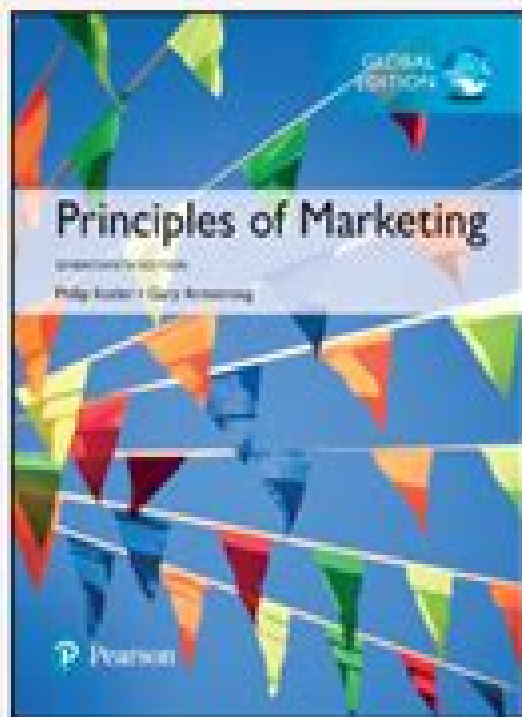




Principles of Marketing

Seventeenth Edition



Chapter 7

Customer Value-Driven Marketing Strategy: Creating Value for Target Customers

Lecturer: Dr. Vu Hoang Linh, Ph.D.

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Handbook of Integrated CSR Communication Sandra Diehl,Matthias Karmasin,Barbara Mueller,Ralf Terlutter,Franziska Weder,2016-12-29 This handbook pursues an integrated communication approach Drawing on the various fields of organizational communication and their relevance for CSR it addresses innovative topics such as big data social media and the convergence of communication channels as well as the roles they play in a successfully integrated CSR communication program Further aspects covered include the analysis of sector specific cross cultural and ethical challenges related to the effective communication of CSR This handbook is unique in its consistent focus on integrated communication It is of interest not only for the scientific discourse but will also benefit those corporations that not only seek to operate in a socially responsible manner but also to communicate their efforts to their various stakeholders Besides its significant value for researchers and professionals the book can also be used as a reference for undergraduate and graduate students interested in successful CSR communication The United States Catalog ,1965 **The SAGE Handbook of Tourism Studies**

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