

## Demystifying marketing: a guide to the fundamentals for engineers

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### Abstrak

This new book is a comprehensive and accessible book covering all key marketing matters, with an emphasis on practicality and why marketing is important in engineering. Aimed primarily at non-marketing people wanting clarification of marketing's purpose, role and methods, it can provide major influence to the process of building a marketing culture within an organisation in a way that positively influences results in the market place. Practitioners, too, can benefit from the book's clear explanations and the practical view it takes of the necessity for marketing and its implementation.