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Principles of Marketing : A South Asian Perspective by ...

Madéle Tait is an associate professor in the Department of Marketing Management at the Nelson Mandela Metropolitan University. Her areas of expertise include customer relationship management, marketing management and services marketing. She is the editor of the South African Edition.

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Principles Of Marketing A South

Principles of Marketing : A South Asian Perspective. Today's marketing challenge is creating vibrant, interactive communities of consumers who make products and brands a part of their daily lives. The changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand loyalty.

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