

The Complete Marketer: 60 Essential Concepts for Marketing Excellence



The Complete Marketer is a solid introduction to the marketing discipline, broken down into over 60 constituent chapters including digital marketing, understanding consumers, understanding markets, market audits, segmentation, forecasting sales, mobile marketing, advertising and PR and managing a sales team. McDonald and Meldrum have simplified the marketing discipline translating the jargon and creating an encyclopedia of marketing terms, concepts and fundamentals. Designed as a resource that can be read as a whole or dipped into as needed, this book applies the authors marketing know-how to every aspect of the marketing mix, making it a valuable resource for general managers, non marketers and marketing students.

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