

KnowThis?[®] Marketing Basics

—Second Edition—



Marketing Research
Customer Management
Targeting Markets
Product Decisions
Distribution Decisions
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Planning & Strategy

Paul Christ

Knowthis Marketing Basics 2nd Edition

Amy R. Hurd, Denise M. Anderson



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The Park and Recreation Professional's Handbook Amy R. Hurd, Denise M. Anderson, 2010 The Park and Recreation Professional's Handbook offers a thorough grounding in all areas of programming leadership operations administration and professionalism It integrates foundational concepts the latest research and real world examples to present readers with a complete picture of all of the skills needed for success in the field

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