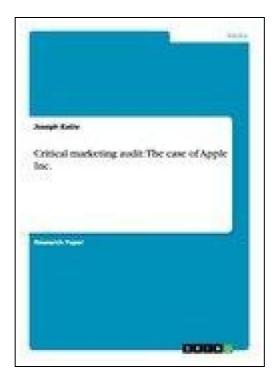
Critical marketing audit: The case of Apple Inc.



Filesize: 2.37 MB

Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

CRITICAL MARKETING AUDIT: THE CASE OF APPLE INC.



GRIN Verlag Gmbh Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 209x146x46 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A, Royal Holloway, University of London, language: English, abstract: This report covers a critical marketing audit of Apple, a company that operates in a highly competitive and dynamic high-tech industry. Specifically, the report analyses Apple s current market strategy and business environment and then goes ahead to offer recommendations that the company s marketing department can implement to improve the effectiveness of the company s current marketing strategy. The report has found that competitor rivalry fuelled by intensive product development efforts have resulted into unusual brand loyalty even when competitors such as Samsung sell closely similar products at strangely low prices. Further, the study finds that Apple and its competitors share one common thing, creativity and innovation. Arguably, leading consumer electronics manufacturers in the US including Apple, Google, Microsoft, Samsung and IBM rose to fame courtesy of their cutting-edge technologies and product designs. In a nutshell, the study shows that Apple s rise to fame was a result of its product innovation and diversification efforts by launching less conventional products such as iTunes. The report recommends that Apple should increase its product, business process, and business model innovations in order to address the stiff competition posed by rivals such as Samsung, HP, Dell, Microsoft, Google, and Lenovo. Further, the report recommends that Apple should become a lower seller so as to increase its customer base and build the confidence of the young and middle-level generations from less affluent households. 20 pp. Englisch.



Read Critical marketing audit: The case of Apple Inc. Online Download PDF Critical marketing audit: The case of Apple Inc.

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Read ePub

»



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Read ePul

>>



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your...

Read ePul

»



The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****. Save children's lives learn the discovery of God Can we discover God?...

Read ePub

*



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book *****
Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download...

Read ePub

»