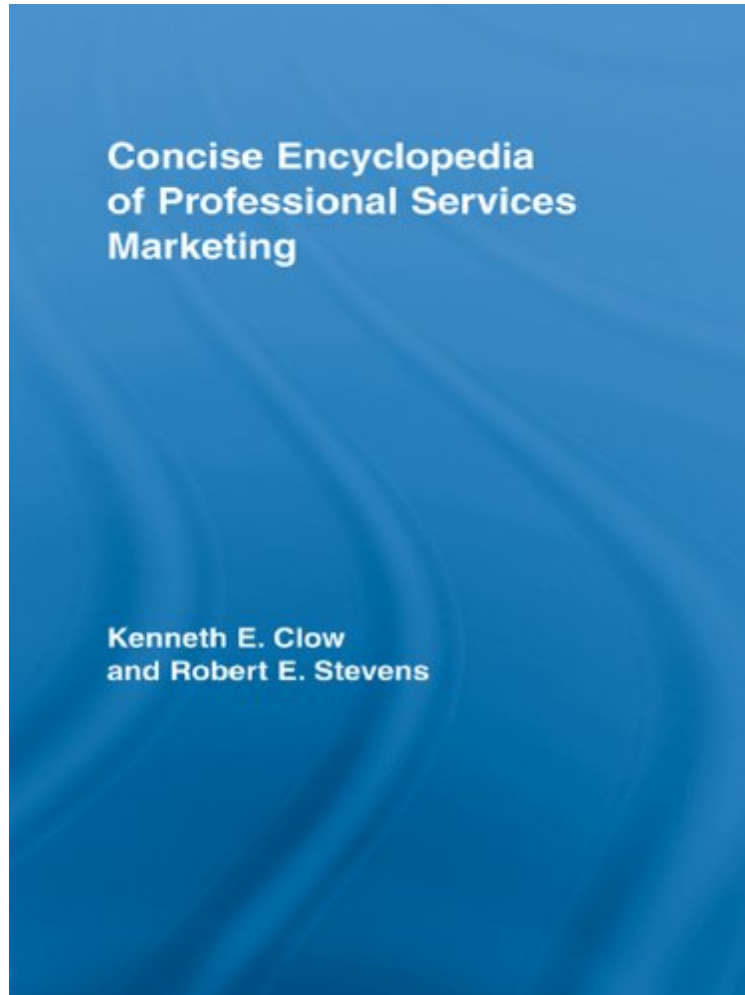


(Mobile book) Concise Encyclopedia of Professional Services Marketing

Concise Encyclopedia of Professional Services Marketing

Kenneth E. Clow, Robert E Stevens

*ePub | *DOC | audiobook | ebooks | Download PDF*



#4663876 in eBooks 2009-01-12 2009-01-12File Name: B001OFK1T0 | File size: 68.Mb

Kenneth E. Clow, Robert E Stevens : Concise Encyclopedia of Professional Services Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Concise Encyclopedia of Professional Services Marketing:

Concise Encyclopedia of Professional Services Marketing provides readers with a detailed account of the concepts and strategies necessary to successfully market professional services and grow a business. Complete with practical information relevant to a wide range of professionals--including accountants, architects, attorneys, consultants, dentists, engineers, and physicians--this guidebook is an indispensable reference for anyone looking to learn the concepts and applications needed to market professional services. In addition to essay-length articles arranged from A to Z, and detailed expositions of both the theories and practical techniques necessary to formulating and executing a

successful marketing plan, Concise Encyclopedia of Professional Services Marketing contains an appendix of information on launching a multimedia advertising campaign, with special focus on effective website design and other contemporary media formats. For anyone creating their own business or looking to expand an already existing one, Concise Encyclopedia of Professional Services Marketing is a comprehensive and vital reference.

About the Author Dr. Kenneth Clow is a Professor of Marketing and holder of the Biedenham Endowed Chair of Business in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean at both the University of Louisiana at Monroe and the University of North Carolina at Pembroke. He began his teaching career at Pittsburg State University where he also served as the MBA Director. He obtained his Ph.D. from the University of Arkansas in 1992. Dr. Clow has published over 150 articles in academic journals and proceedings and has written six textbooks. Books currently available include Integrated Advertising, Promotions, and Marketing Communications (3rd edition), Services Marketing (2nd edition), and Essentials of Marketing (2nd edition). Prior to earning his doctorate, Ken owned and operated a commercial cleaning service in Joplin, Missouri and Fayetteville, Arkansas. During the 8 years he was in business he went from being the sole employee to one of the largest cleaning service in Northwest Arkansas with 40 employees. Dr. Robert E. Stevens is John Massey Professor of Business in the John Massey School of Business, Southeastern Oklahoma State University, Durant, Oklahoma. He has over 200 publications including 28 books, 128 articles, 25 cases, 25 case teaching notes, and 14 other publications. Recent books include; Marketing Research: Text and Cases (2nd edition), Marketing Management: Text and Cases, Marketing Planning Guide (3rd edition), and Marketing Planning Guide (2nd edition). Dr. Stevens taught at four other universities prior to joining the faculty at SOSU in 2006. Dr. Stevens has served as a consultant to local, regional, and national firms and has been an owner of 4 small businesses. Dr. Stevens serves on the editorial board of 4 journals and is co-editor of Services Marketing Quarterly, Health Marketing Quarterly and Best Business Books, a series of business books published by The Haworth Press.