

Before (Prospects)	Target Audience	Message to Market	Media to Reach the Market
During (Leads)	Lead Capture System	Lead Nurturing System	Sales Conversion Strategy
After (Customers)	Deliver Customer Experience	Increase Lifetime Value	Orchestrate Referrals



Marketing Foundations

Foundations Of Marketing

SJ Ball



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Zoom Rent the Runway John Lewis and Patagonia Marketing in Action boxes offer modern examples of real marketing campaigns in the UK Denmark The Netherlands and internationally Critical Marketing Perspective boxes encourage students to critically reflect on ethical debates and stimulate student discussion and analysis about socially responsible practices End of Chapter Case Studies covering Starbucks Patek Philippe Spotify and Depop provides students with an in depth analysis of companies marketing strategies Each case study has dedicated questions to encourage critical thinking Connect resources such as updated Testbank and Quiz questions Application Based Activities and assignable Case Studies with associated multiple choice questions John Fahy is Professor of Marketing at the University of Limerick Ireland David Jobber is Professor of Marketing at the University of Bradford School of Management UK **Foundations of Marketing** ,2025

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