



Marketing Reinventing the Basics

Igor Nowé

ISBN	9789020934052
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	World excluding Benelux France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	210 Pages
Name of series	Lannoo Campus
Price	£50.00

- Supported with AI to help with studying
- Evolution of marketing throughout the years, based on the changes in consumer behaviour

Discover the essentials of modern marketing with **Marketing: Reinventing the Basics**. As digital revolutions reshape consumer behaviour, this book revisits core marketing principles like SAVE and the Customer Journey. It offers a fresh perspective on how these frameworks have evolved, providing practical tools for building effective marketing plans. Perfect for educators and aspiring marketers seeking real-world skills in a dynamic, digital-driven market.

Igor Nowé has held various marketing and sales positions in various national and international companies. He currently teaches Marketing and Account Management at Odisee University College (Brussels). He also teaches B2B, strategy and brand activation at Ehsal Management School (Brussels) and within the MBA program of the Flanders Business School (KU Leuven). In addition, he guides several companies in their strategy with valuemarketing.be.