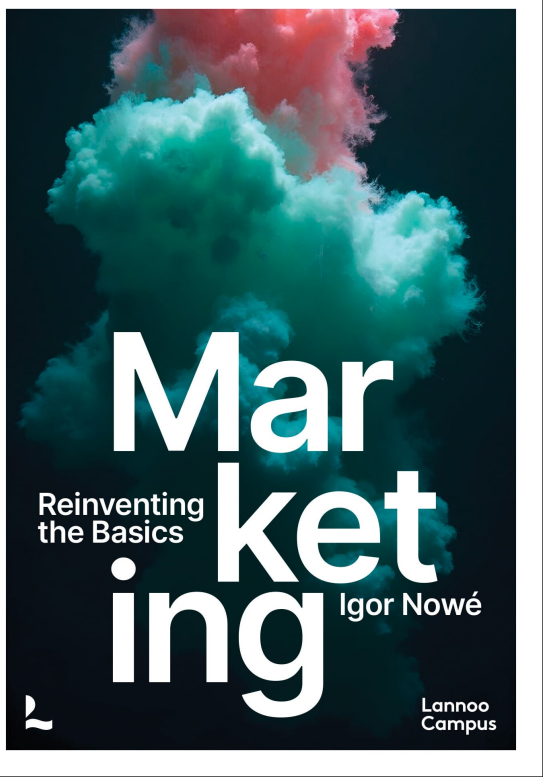
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Marketing

Reinventing the Basics

Igor Nowé

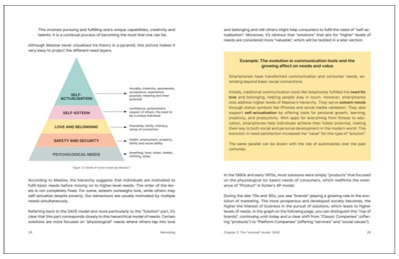
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Discover the essentials of modern marketing with ***Marketing: Reinventing the Basics***. As digital revolutions reshape consumer behavior, this book revisits core marketing principles like SAVE and the Customer Journey. It offers a fresh perspective 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.







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