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### Oxford University Press :: Marketing 5e :: 9780199079926

Marketing The South African Edition Madèle Tait is an associate professor in the Department of Marketing Management at the Nelson Mandela Metropolitan University. Her areas of expertise include customer relationship management, marketing management and services marketing.

### Marketing The South African Edition By Lamb

media update’s Nakedi Phala provides insightful ideas that will help marketers tap into South African audiences — with the helpful lens of culture, language, traditions and trends. South Africa consists of various languages, with 11 being officially recognised and others deemed unofficial. This broadens a marketer’s target, allowing them to cast a wider net or even have more options to ...

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### Marketing management 3rd edition. in South Africa ...

The text familiarizes the reader with the tourism industry in South African - its statistics, trends, main organizations and role-players. Each chapter is followed by a case study set in a Southern African environment. The new edition makes particular reference to the 2010 FIFA World Cup. The book has updated statistics, new case studies and a brand new chapter on corporate social responsibility.

### A marketing strategy to capture the South African audience

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### Marketing The South African Edition By Lamb

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