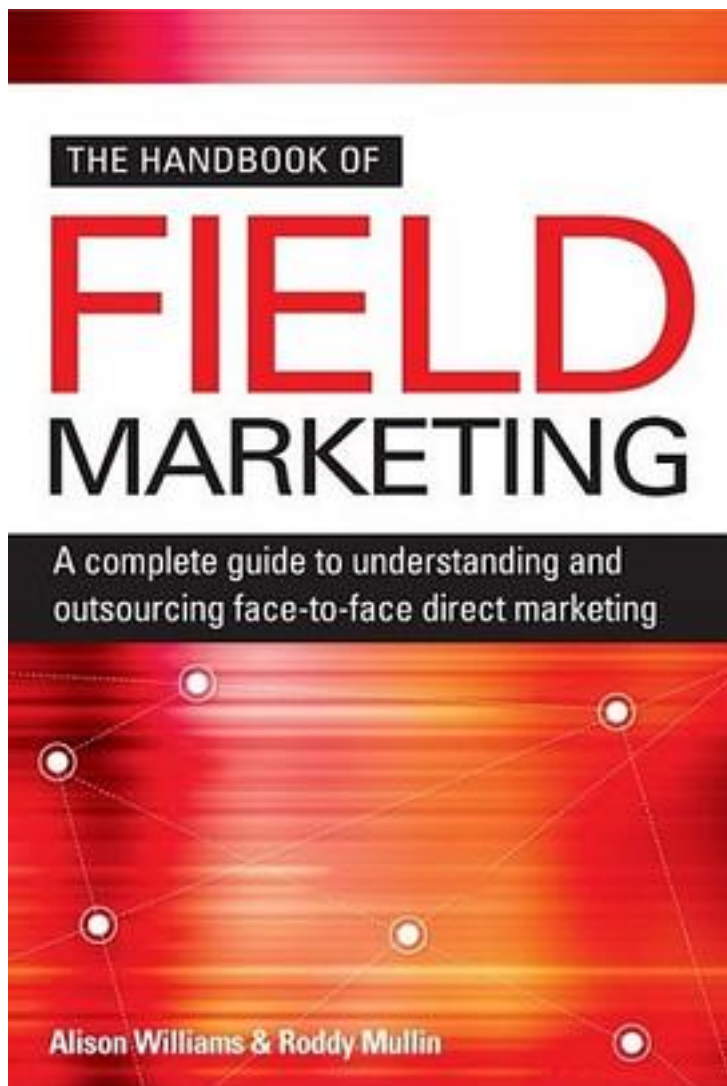


The Handbook of Field Marketing



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Field marketing can be differentiated from all other marketing activities because it is face-to-face direct marketing. Field marketing includes direct selling promotions, exhibitions, merchandising, auditing, demonstrations, and mystery shopping. Individually or combined, these activities develop brands, and when implemented they can significantly increase the brand's return on investment. The Handbook of Field Marketing explains both the principles and practices involved in field marketing. The authors reveal the most successful field marketing techniques to ensure profitable brand maximization, whether measured by brand visibility, product availability, positioning, performance against competitors, or overall sales record. Including numerous examples, self-study questions, and proven recommendations for success, this book offers a blueprint for best practice, enabling marketers to carry out robust and meaningful brand research.

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