



# New Consumer Marketing: Managing a Living Demand System

*Susan Baker*

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## **New Consumer Marketing: Managing a Living Demand System** Susan Baker

Because of the Internet and globalization, the fast moving consumer goods market has been turned on its head and made more competitive than ever. This book synthesizes emerging marketing thinking in the consumer domain with practical advice on how to profit from changes. It illustrates the key issues facing the fast moving consumer goods industry and provides an analysis of cutting-edge management research and academic insight.

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