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By Pervaiz K. Ahmed, Mohammed Rafiq

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The text begins by defining what internal marketing is and how it can work, and from this foundation:

- * Outlines state-of-the-art thinking and practice
- * Demonstrates how internal marketing can be used to facilitate such diverse strategies as TQM, New Product Development and Change Management
- * Highlights the techniques managers need to understand to use IM effectively within their organizations
- * Contains a range of international and up to the minute examples and cases of best practice from companies around the world

Throughout the book the emphasis is on understanding the principles that have made internal marketing such a potent force within leading corporations. This is combined with a pragmatic assessment of the many challenges involved in making it a reality within an organization.

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Review

This book has a practical focus and is well structured. If you need to know more about internal marketing, or want to know how to make it more effective, then this is the book for you.

John Ling - Marketing Business, June 2002

About the Author

Pervaiz Ahmed and Mohammed Rafiq have extensive experience both of advising companies on, and undertaking research into, the effectiveness of IM programmes worldwide. This depth of expertise makes 'Internal Marketing' a hugely valuable text and reference for managers and students in marketing and strategy.

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