

USER GUIDE

The Economist

The Economist

<https://www.economist.com/>

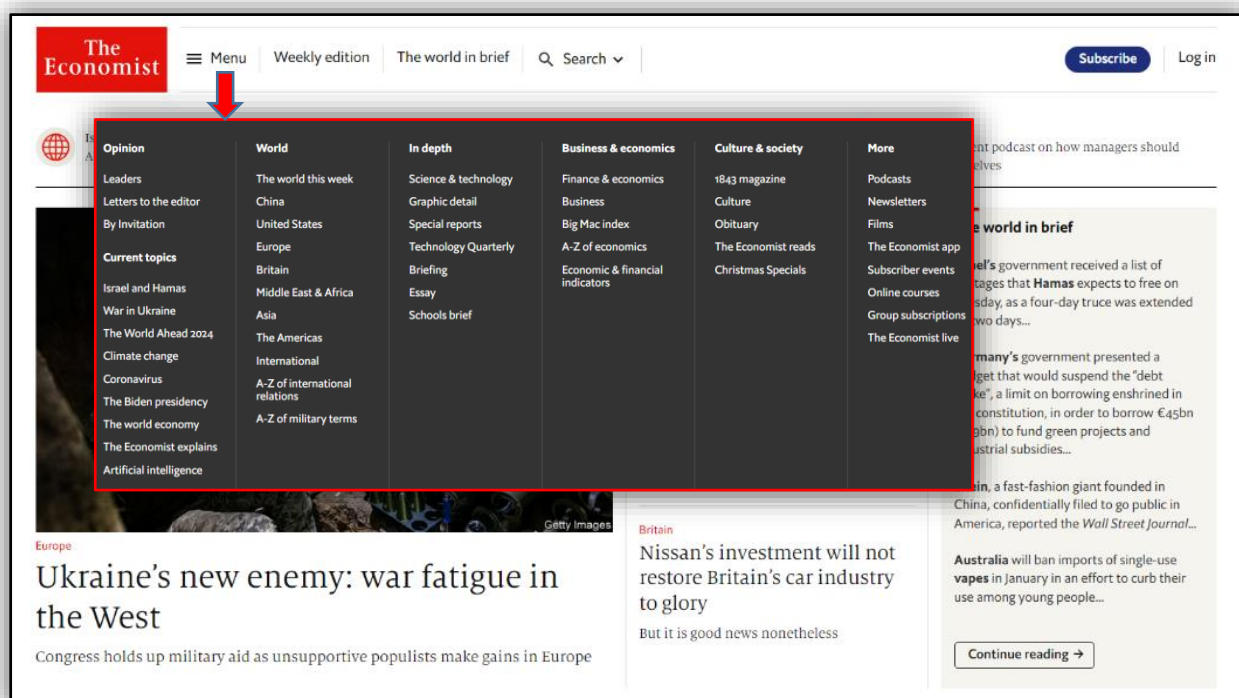
The Economist has presented timely reporting, concise commentary, and comprehensive analysis of global news every week. Provide unrestricted access to International news, politics, business, science and technology news etc.

Major Subject Areas Covered: Geopolitics; Business; Economy; Technology; Finance; Arts; Culture; Real Estate; Health; Science; Fashion; Sports Lifestyle

Access Method: One-time Registration using IIMK Email id

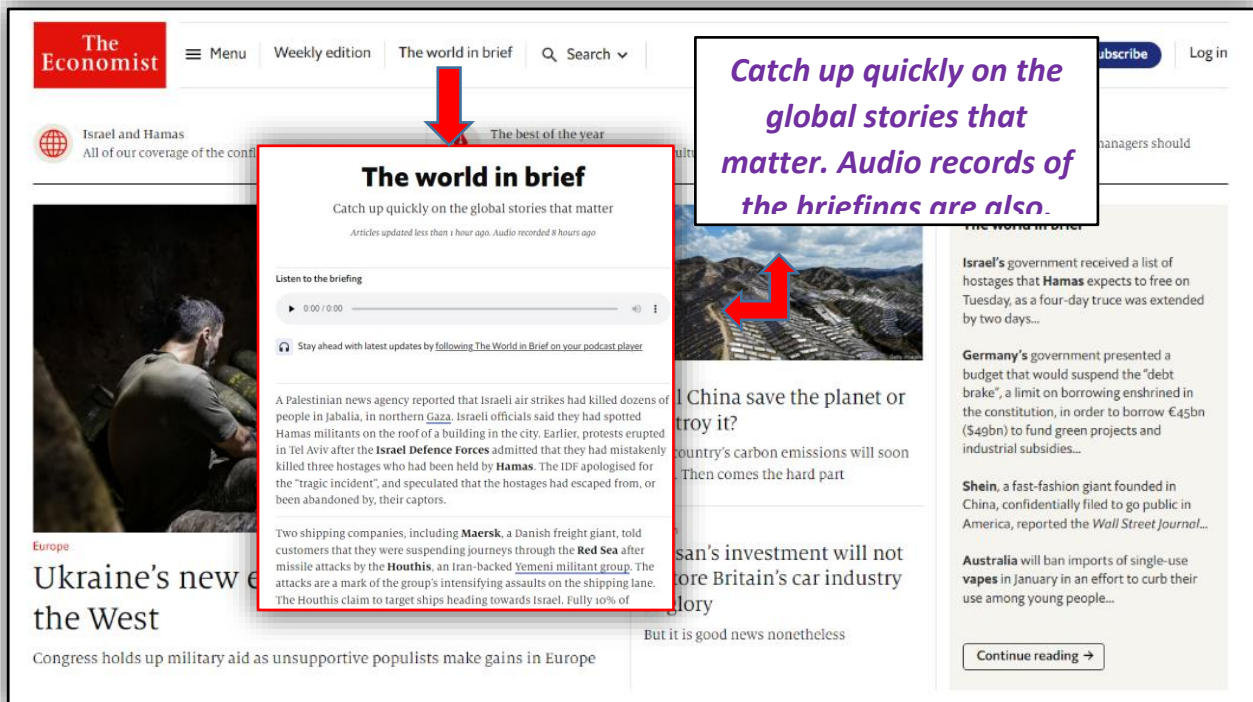
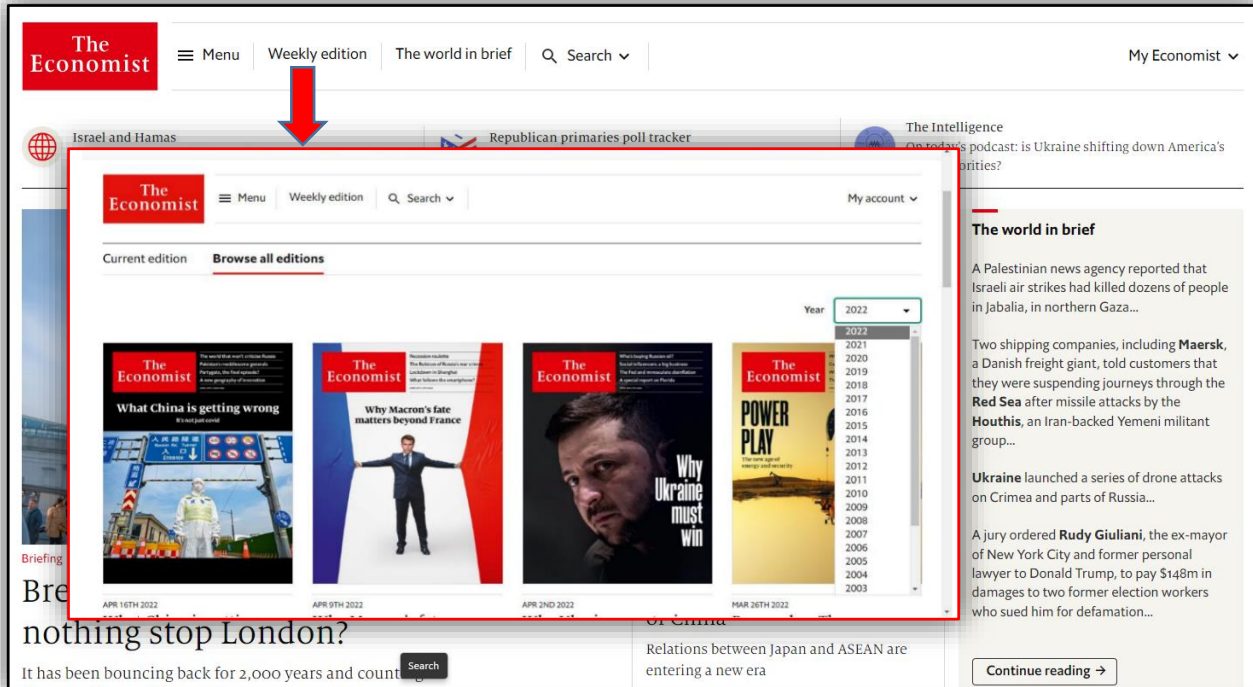
How to Use: Log in to the website using registered IIMK email Id

Browse Content: Once on the website, you can browse a selection of articles and topics on the homepage. Click on the articles or sections that interest you.

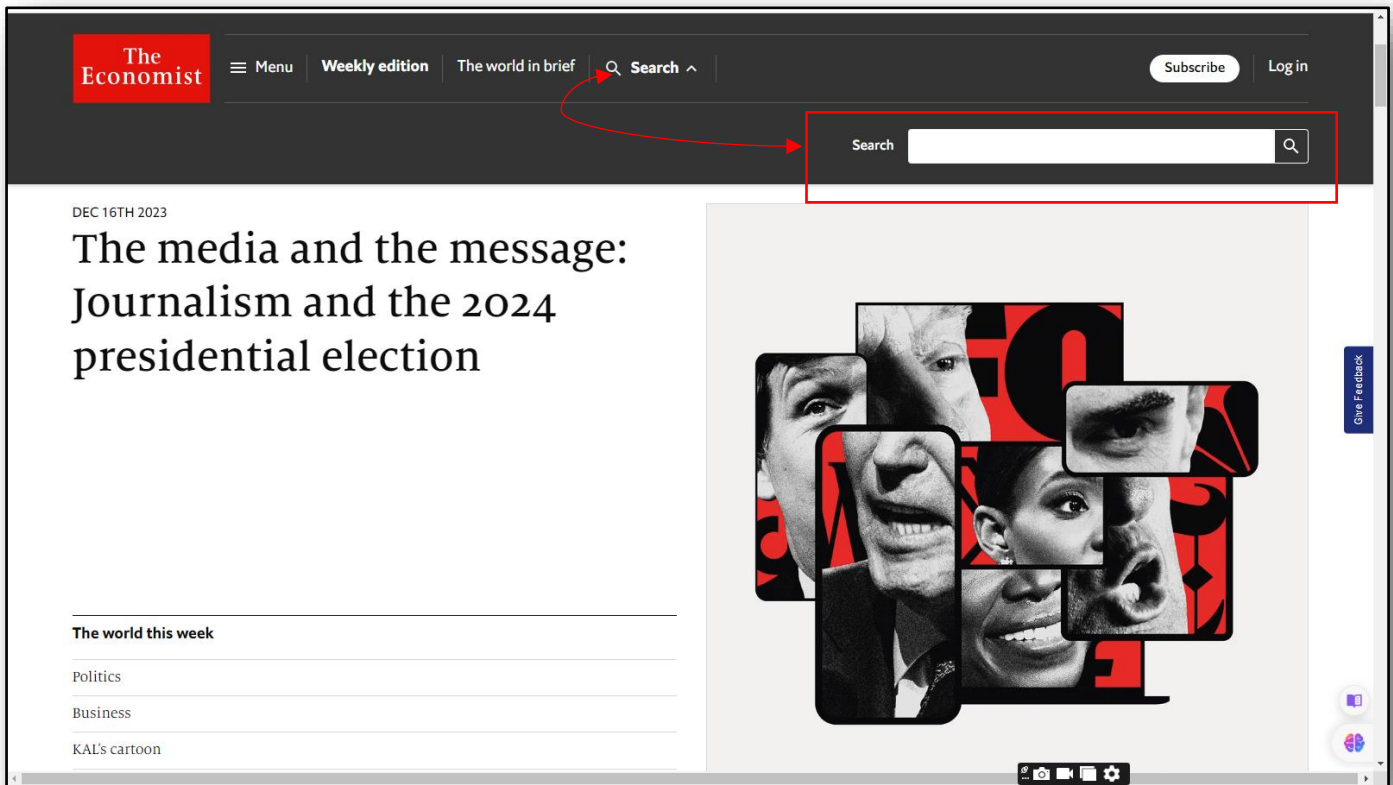


The screenshot shows the homepage of The Economist website. At the top, there is a navigation bar with the logo, a menu icon, and links for 'Weekly edition', 'The world in brief', and a search box. A 'Subscribe' button and a 'Log in' link are also present. A red-bordered menu is overlaid on the page, listing various content categories: Opinion, World, In depth, Business & economics, Culture & society, and More. The 'World' section is highlighted with a red arrow. Below the menu, the main content area features a large article titled 'Ukraine's new enemy: war fatigue in the West' with a sub-headline 'Congress holds up military aid as unsupportive populists make gains in Europe'. To the right, there are smaller article teasers, including one about Nissan's investment in Britain and another about Australia's ban on single-use vapes.

Reading and Navigation: Once you can access content, you can read articles online or download them offline. Users can also access the edition year-wise.



Users can search by keywords, and can save the content for further reading, share the article through e-mail and create a copy link as a gift and send by E-mail id.



The Economist
Menu Weekly edition The world in brief Search

Search [input] [button]

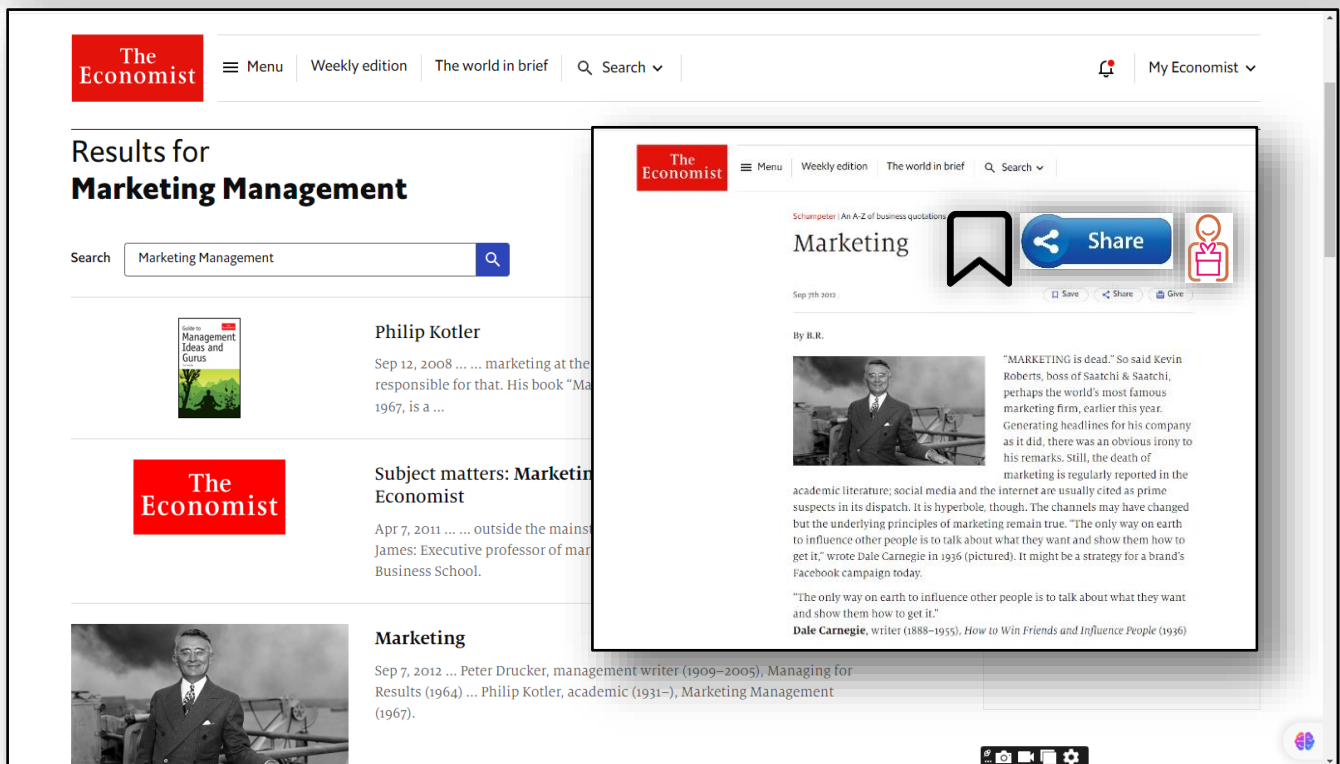
DEC 16TH 2023

The media and the message: Journalism and the 2024 presidential election

The world this week

- Politics
- Business
- KAL's cartoon




Give Feedback

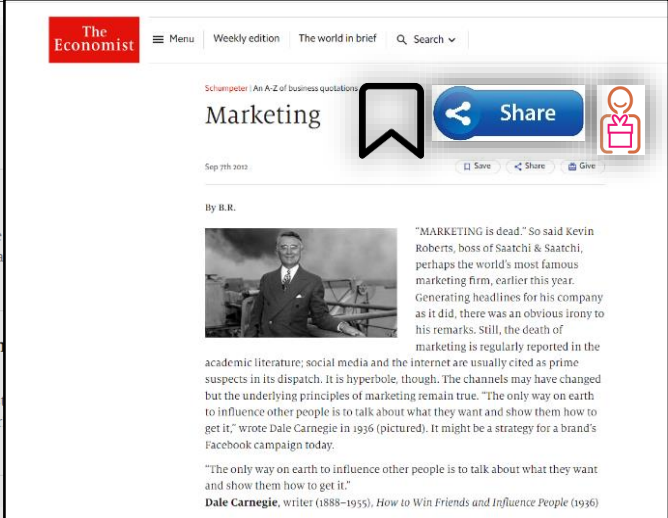


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Menu Weekly edition The world in brief Search

Results for Marketing Management

Search Marketing Management [button]

-  Philip Kotler
Sep 12, 2008 ... marketing at the responsible for that. His book "Ma 1967, is a ...
-  Subject matters: Marketin Economist
Apr 7, 2011 ... outside the mains James: Executive professor of mar Business School.
-  Marketing
Sep 7, 2012 ... Peter Drucker, management writer (1909–2005), Managing for Results (1964) ... Philip Kotler, academic (1931–), Marketing Management (1967).




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Schumpeter | An A-Z of business quotations

Marketing

Sep 29th 2012

By B. R.



"MARKETING is dead." So said Kevin Roberts, boss of Saatchi & Saatchi, perhaps the world's most famous marketing firm, earlier this year. Generating headlines for his company as it did, there was an obvious irony to his remarks. Still, the death of marketing is regularly reported in the academic literature; social media and the internet are usually cited as prime suspects in its dispatch. It is hyperbole, though. The channels may have changed but the underlying principles of marketing remain true. "The only way on earth to influence other people is to talk about what they want and show them how to get it," wrote Dale Carnegie in 1936 (pictured). It might be a strategy for a brand's Facebook campaign today.

"The only way on earth to influence other people is to talk about what they want and show them how to get it."

Dale Carnegie, writer (1888–1955), *How to Win Friends and Influence People* (1936)