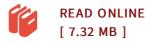




Kellogg on Marketing

By lacobucci, Dawn

Wiley, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: STRATEGY: THINKING ABOUT THE CUSTOMER AND MARKETPLACE.Segmentation and Targeting (B. Sternthal & A. Tybout).Brand Positioning (A. Tybout & B. Sternthal).Brand Design (B. Calder & S. Reagan). Creating and Managing Brands (A. Tybout & G. Carpenter). Market-Driving Strategies: Toward a New Concept of Competitive Advantage (G. Carpenter, et al.). Managing New Product Development for Strategic Competitive Advantage (D. Jain). INTELLIGENCE: LEARNING ABOUT THE CUSTOMER AND MARKETPLACE. Understanding Consumers (B. Calder). Qualitative Inquiry in Marketing and Consumer Research (J. Sherry & R. Kozinets). Quantitative Marketing Research (D. Iacobucci).IMPLEMENTATION: MANAGING THE MARKETPLACE.Advertising Strategy (B. Sternthal).Market Channel Design and Management (A. Coughlan & L. Stern). Pricing Strategies and Tactics (L. Krishnamurthi). Valuing, Analyzing, and Managing the Marketing Function Using Customer Equity Principles (R. Blattberg & J. Thomas). Services Marketing and Customer Service (D. lacobucci). Managing Market Offerings in Business Markets (J. Anderson, et al.). The Successful Selling Organization (A. Zoltners, et al.). Marketing in the Age of Information Democracy (M. Sawhney & P. Kotler). About the Contributors. Index.



Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger