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Marketing Management: A Strategic Decision - Making Approach (Seventh Edition)

By John Mullins, Orville C. Walker

McGraw Hill Education, 2013. Softcover. Book Condition: New. 5th or later edition. (Indian Edition) The concentration on strategic decision making sets this book apart from other texts that place greater emphasis on the description of marketing phenomena than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This edition continues to be the most current and Internet-savvy book available, injecting the latest developments in Internet-based communication and distribution technology into every chapter. The author team's rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries, providing an abundance of real-world, global perspectives. Contents: Section One: The Role of Marketing in Developing Successful Business Strategies Chapter 1 The Marketing Management Process Chapter 2 The Marketing Implications of Corporate and Business Strategies Section Two: Market Opportunity Analysis Chapter 3 Understanding Market Opportunities Chapter 4 Understanding Consumer Buying Behavior Chapter 5 Understanding Organizational Markets and Buying Behavior Chapter 6 Measuring Market Opportunities: Forecasting and Market Knowledge Chapter 7 Targeting Attractive Market Segments Chapter 8 Differentiation and Brand Positioning Section Three: Developing Strategic Marketing Programs Chapter 9 Business Strategies: A Foundation for Marketing Program Decisions Chapter 10 Product...

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