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Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance— marketing management— is a core business activity.

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Description. Reviews (0) The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, In Essentials of Marketing Management 2nd edition (PDF), the expert authors Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available.

Essentials of Marketing Management (2nd edition) - eBook - CST

Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety

of examples, explanations, frameworks, models, classification systems, cases, and “how-to-do-it” techniques that relate to our overall framework for marketing strategy planning.

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Marketing management A management function designed to satisfy customer needs through the process of analysis, planning, implementation and control
Marketing mix a term coined by Neil Borden that includes the four Ps and segmentation, targeting and positioning

Essentials of Marketing Management - Glossary

Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing e-marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, The Essentials of Marketing Management builds on successful earlier editions to provide a solid foundation to understanding this core topic.

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