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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

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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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