



SIXTEENTH EDITION

MARKETING MANAGEMENT

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S. Jayachandran

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Jayachandran, 2004-05 This book is appropriate as a core textbook for Marketing Management in Post Graduate programmes including MBA. The text provides right from the basics in Marketing to Analysis and Application of Strategic Tools in Marketing Management. CORE FEATURES: Structure Six parts with 20 chapters. Objective: Make the readers to understand marketing theory concepts and prepare them as tomorrow's marketing managers, academicians etc. Style: Simple and lucid style to understand theory and concepts with live corporate examples. Focus: As core text book to post graduate students, MBA, M Com, M A, M Tech etc. Delighting Features: Value Addition. V Each part underlies a specific objective. v Each chapter starts with a marketing profile of leading corporate house with web address. This enables the reader to understand what is a corporate house, what are their businesses, what are their marketing and operating philosophies. v Summary of each chapter makes the reader to grasp the chapter contents with easy effort. v Each chapter has questions for discussion, preparing the students well for examination. v Each chapter ends with practical exercises for critical analysis and thinking which makes the reader to think critically. v Case Studies lead the reader to improve his/her analytical skills and practical knowledge.

Marketing Management in Action Victor P. Buell, 1970 Marketing Management Christie L. Nordhielm, Marta Dapena Baron, 2014-01-07 Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marketing variables to each other inextricably linking marketing strategy concepts with their executional implications. Marketing Management Anil Kumar, Dinesh Chawla, 2010

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Publishers,2020-02-05 **Marketing Management** Philip Kotler,2003 **A Preface to Marketing Management** J. Paul Peter,2011 Marketing Management Dawn Edmiston,Todd Mooradian,Kurt Matzler,Lawrence Ring,2022-02-15 Like a

powerful magnet the concepts outlined in Marketing Management A Strategic Framework and Tools for Success can be used to attract new customers and bring existing customers closer to your brand The authors balance academic insight with practical application to emphasize the strategic process and the fundamental tools required to deliver effective marketing management This book is divided into two distinct sections The first section introduces core concepts and examines the three stages of the Strategic Marketing Framework situation analysis strategy formulation and marketing execution The second section of the book is comprised of Notes to highlight tools related to customer assessment competitive practices and marketing mix tactics that support the stages of strategic marketing Designed to give readers a proven framework and help them develop essential skillsets Marketing Management is an indispensable guide for marketing students and professionals

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Introduction to Marketing Management Principles Fred Sernes, 2010-08-01 This book provides a new framework for the fundamental principles in marketing management. The guiding principle is that marketing management entails holistic management of the factors companies employ to help form the customer preferences and that these factors are interrelated and interdependent. This perspective constitutes a sharp departure from marketing mix as an organising framework for marketing management. The fundamental principle in most contemporary marketing management textbooks is the holistic framework; this book presents explicitly acknowledges that customer relationships and brands create value beyond the value of the products and that these values are created across a portfolio of products. The book is primarily written for bachelor students of marketing. It will also prove useful for executive marketing managers however by virtue of its provision of a holistic framework for marketing management. [Marketing Management](#) Dawn Iacobucci, 2012

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