

Seventh Edition

# MARKETING STRATEGY

A Decision-Focused Approach



Orville C. Walker, Jr. • John W. Mullins

# Marketing Strategy A Decision Focused Approach

**Orville Walker, John Mullins, Jr. Boyd,  
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**Conversations with Marketing Masters** Laura Mazur, Louella Miles, 2009-08-11 Conversations with Marketing Masters offers new insights by gathering the collected wisdom of the most influential marketing thinkers of our age each of whom has given a structured interview Covering a wide range of issues and illustrating concepts with cases of success and failure these seminal dialogues offer a rare look at what made each master great and a glimpse of the marketing future The Marketing Masters featured are Philip Kotler David Aaker Jean Claude Larreche Regis McKenna Don Peppers John Quelch Al Ries Martha Rogers Don Schultz Patricia Seybold Jack Trout and Lester Wunderman The conversations are free flowing dialogues in which each personality is allowed to shine through

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