

《Marketing Management》

图书基本信息

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内容概要

For undergraduate/graduate courses in Marketing Management. This classic text, a worldwide best seller, highlights the most recent trends and developments in global marketing. It emphasizes the importance of teamwork between marketing and all the other functions of the business; introduces new perspectives in successful strategic market planning; and presents additional company examples of creative, market-focused, and customer-driven action. A special focus on the 21st Century acknowledges the accelerating pace of change in the marketplace, and illustrates what leading companies are doing to meet the challenges of the new environment and the new millennium.

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