Marketing Management: Knowledge and Skills (Ninth Edition)



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Reviews

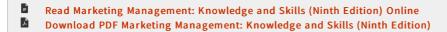
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(Tara Jerde)

MARKETING MANAGEMENT: KNOWLEDGE AND SKILLS (NINTH EDITION)



McGraw Hill Education, 2013. Softcover. Condition: New. 5th or later edition. (Indian Edition) Marketing Management, 9/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students? knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The six stage learning approach is the focus of the seven unique sections of the book. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout. Contents: SECTION I Essentials of Marketing Management Part A Introduction Chapter One: Strategic Planning and the Marketing Management Process Part B Marketing Information, Research, and Understanding the Target Market Chapter Two: Marketing Research: Process and Systems for Decision Making Chapter Three: Consumer Behavior Chapter Four: Business, Government, and Institutional Buying Chapter Five: Market Segmentation Part C The Marketing Mix Chapter Six: Product and Brand Strategy Chapter Seven: New Product Planning and Development Chapter Eight: Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing Chapter Nine: Personal Selling, Relationship Building, and Sales Management Chapter Ten: Distribution Strategy Chapter Eleven: Pricing Strategy Part D Marketing in Special Fields Chapter Twelve: The Marketing of Services Chapter Thirteen: Global Marketing SECTION II Analyzing Marketing Problems and Cases SECTION III Financial Analysis for Marketing Decisions SECTION IV Internet Exercises and Sources of Marketing Information Part A Internet Exercises Part B Internet Sources of Marketing Information SECTION V Marketing Management Cases Case Group A Market Opportunity Analysis Case Group B Product Strategy Case Group C Promotion Strategy Case Group...



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