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Marketing Management



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Moriarty,1997-12 Marketing Dana-Nicoleta Lascu,2024-03-23 Essentials is a shorter more concise treatment than most competitors and is known for its easy read and memorable examples The eighth edition updates every topic to reflect the transformative shifts in marketing in an era of rapid technological change and economic and political uncertainty This edition presents the latest innovations and strategies in digital marketing including social media marketing mobile marketing and online marketing The eighth edition also offers fresh insights into the impact of environmental developments and explores new areas related to customer relationship management customer valuation marketing analytics brand communities dynamic pricing and sustainability *Marketing Management Russell S. Winer,2000* For upper level undergraduate or MBA core courses in Marketing Management This text reflects the dynamic environment inhabited by today s marketers helping students understand the marketplace and the impact of technology to make strategic marketing decisions Its modern integrated presentation and strategy based approach covers critical fundamental topics required to succeed in future courses or professional work **A Framework for Marketing Management** Scott Roberts,2003 **Organizational Behavior and Management in Family Businesses** Omer Yazici,2022-03-22 Family firms constitute more than 80% of businesses and employ 60% of the workforce worldwide This book presents valuable insights about how these firms operate and how their employees feel It explores HR management issues family integration as a source of competitive advantage the financial management practices of family firms In addition to offering a comprehensive analysis of managerial issues in family businesses it also provides state of the art findings about these challenges **Marketing Management, 3rd Edition** Kumar Arun & Meenakshi N., In today s socially networked and highly competitive world it is imperative that marketers are always truthful because customers eventually find out if they have been misled This can lead to their angst with the company going viral thereby destroying the company s reputation Marketing Management advocates marketing based on absolute truth Also brand image is sensitive to market sentiments Brands can be in danger one wrong product or one shoddy campaign can destroy a brand built over years Companies must align everything that they do with the core spirit of their brands Further when everything seems to go digital it is important that marketers keep in mind that customers are primarily interested in their products services The book advocates that superior products and services will always be central to marketing Key Features Best Practices Researched implemented and result driven practices taken from leading companies across diverse industries throughout the world Marketers can adopt these practices to elevate individual and organizational performance Corporate Insights Examples of marketing concepts being implemented by well known Indian companies and brands Latest moves of companies and brands as they cope with competition and environment Case Studies A brief case study after each chapter focusing on specific issues dealt within the chapter Specialized Questions Questions meant to make

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