

# Marketing Management



[Marketing Management\\_ 下载链接1](#)

著者:Philip Kotler

出版者:Prentice Hall

出版时间:2002-05

装帧:Hardcover

isbn:9780130336293

This worldwide best-selling book highlights the most recent trends and developments in global marketing-with an emphasis on the importance of teamwork between marketing and all the other functions of the business. It introduces new perspectives in successful strategic market planning, and presents additional company examples of creative, market-focused, and customer-driven action. Coverage includes a focus on customer relationship management, partner relationship management, the Internet and its effects and uses, brand building and brand asset management, alternative go-to-market channels, and marketing around the globe. Chapter topics discuss building customer satisfaction, market-oriented strategic planning, analyzing consumer markets and buyer behavior, dealing with the competition, designing pricing strategies and programs, and managing the sales force For marketing managers who want to increase their understanding of the major issues of strategic, tactical, and administrative marketing-along with the opportunities and needs of the marketplace in the years ahead. </P>

作者介绍:

目录:

[Marketing Management\\_ 下载链接1](#)

标签

营销管理

经典

marketing

评论

专业书好么。市场营销的经典。写的蛮有意思的其实。应试看了大半本。

-----  
[Marketing Management\\_ 下载链接1](#)

书评

-----  
[Marketing Management\\_ 下载链接1](#)