

Marketing Management



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The concentration on strategic decision making sets this book apart from other texts that place greater emphasis on the description of marketing phenomena than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This edition continues to be the most current and Internet-savvy book available, injecting the latest developments in Internet-based communication and distribution technology into every chapter. The author team's rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries, providing an abundance of real-world, global perspectives.

作者介绍:

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评论

小查了一下，中文的MKT 基本都是那谁的。。。这本看来属于非主流。。。

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书评

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