

Marketing Management



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Cowritten by an expert on marketing and an expert on management, this text thoroughly integrates core marketing and management principles into one comprehensive resource for future marketing management professionals. Throughout the text, readers will encounter a significant emphasis on the customer service aspects of marketing, as well as the qualitative and quantitative methods critical to marketing analysis. Whereas other texts commonly focus on what may be needed at the executive level within major corporations, this book prepares students to excel professionally in entry- and mid-level positions and in small to mid-sized companies. It guides students through the process of customer acquisition and retention and challenges them to strengthen their qualitative and quantitative analytical skills. Key Features Comprehensive coverage includes chapters not covered in other texts such as data warehousing, internal and external communications, and Web site management Critical thinking exercises stress the importance of quantitative methods in marketing and in the application of marketing concepts End-of-chapter mini-cases can be used by instructors to generate class discussion, for in-class group work, or for individual assignments Stop and Think features encourage the reader to consider how management principles are used in marketing positions (especially for issues related to planning, organizing, or leading) YourCareer sections offer students practical advice

regarding marketing careers and profiles of successful marketing graduates Customer Corner scenarios pose a customer service (CS) situation and encourage students to think about the importance of CS and how they would respond to CS problems Instructor and Student Ancillaries at www.sagepub.com/clow Password-protected instructor resources include PowerPoint slides, chapter outlines, marketing plan information, and more. These resources are also available via Blackboard course management software. An open-access student study site offers self-quizzes, Web exercises, additional cases, and more. A computerized test bank is available on CD. Qualified instructors can request a copy by contacting SAGE Customer Care at 1-800-818-SAGE (7243).

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