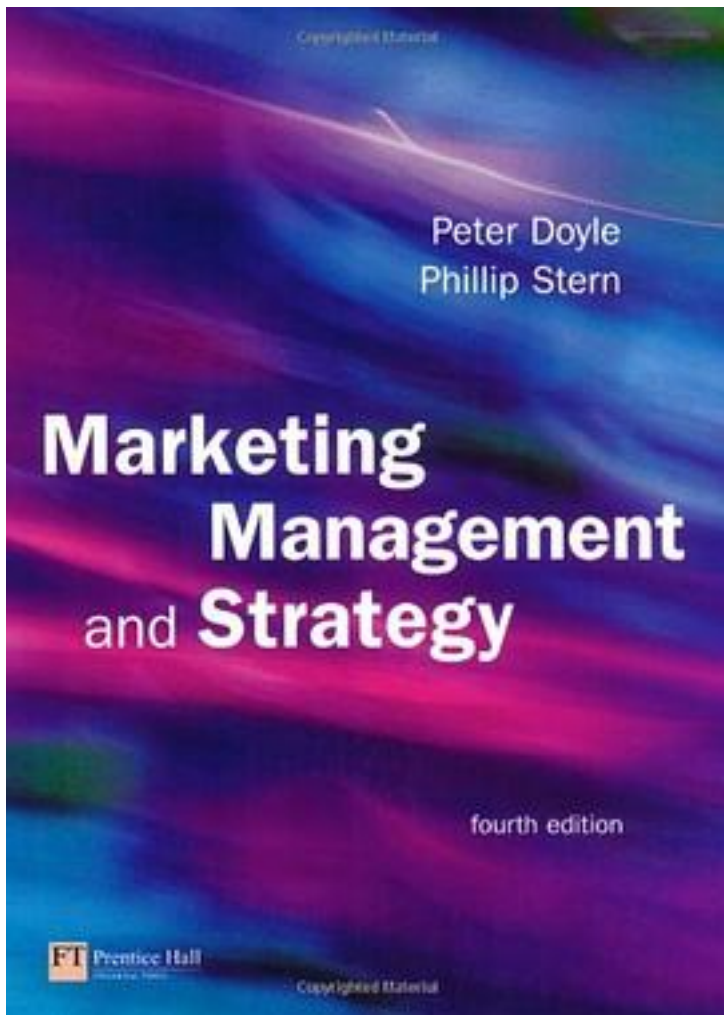


Marketing Management and Strategy



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For undergraduate and graduate level marketing courses in Market Research,

Marketing Management and New Product Development and Brand Strategy. June 2004 update: This title is now available solely through the authors. Students may purchase it online at <http://www.trafford.com/4dcgi/view-item?item=5338> Please make a note of this change since Prentice Hall will not be reprinting it or able to offer it once our current inventory is depleted. Focusing on marketing analytics, this popular text moves beyond conceptual marketing toward marketing engineering-the use of interactive computer decision models to help support marketing decisions. Hands-on, computer-based exercises and cases bring conceptual marketing alive while introducing software fundamentals. All of the software provided relates to the cases presented, yet is independent and can be used separately on other case-problems or on real problems.

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