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Marketing Management and Strategy: Amazon.co.uk: Doyle, Mr ...

Not too much marketing bullshit, and a holistic approach that recognises that strategy is as important as the micro-marketing details. This was the foundation text for a recent MBA I completed and it enabled me to cover the classic Porter, Ansoff etc materials in a concise and integrated way.

Amazon.com: Customer reviews: Marketing Management and ...

For graduate and undergraduate marketing management courses. Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but the want the flexibility to add outside cases, simulations, or projects.

Kotler & Keller, Framework for Marketing Management, A ...

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Marketing management - Wikipedia

marketing, marketing management and marketing strategy) reveals diverse points of view including the following: (1) the marketing behaviors of firms in the realm of the 4Ps

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