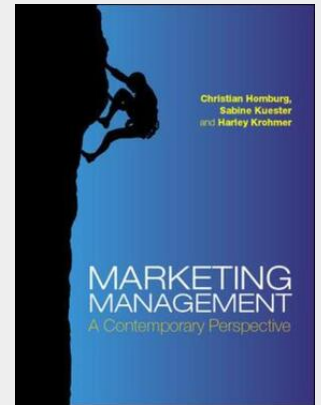


# Marketing Management

A Contemporary Perspective

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Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies. This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe. Marketing Management is an authoritative investigation of contemporary marketing. It is a thorough, carefully crafted, and comprehensive resource that helps to understand and solve the challenges in implementing successful marketing. Professor Thomas S. Robertson, Wharton School Marketing Management combines the best features of a reference and textbook. It skillfully integrates the important conceptual foundations in marketing with practical applications to serve as an essential and excellent book for both marketing students and marketing professionals. Hubert Gatignon, Professor of Marketing, INSEAD



Auf Anfrage

*Nicht mehr lieferbar*

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