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Marketing Management



Synopsis

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Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab's Pearson's online tutorial and assessment platform.

Book Information

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Customer Reviews

Take this for what it's worth from an MBA candidate who is not interested in marketing. The text presents good information. The business cases are very useful and provided the most benefit. Otherwise, I found the material to be dry and in many cases tedious to read-through. The majority of my research used the web rather than the text as a starting point for all my papers related to this course...

This is one of the most comprehensive marketing books I have read. It covers everything from product management and development to channel strategy. I have been working in marketing for a long time and I often refer to this book to get sense of the issue and solutions others have tried when a new problem or opportunity arises. Well researched and documented with countless examples from real world.

Pearson really should provide the capability to view the ebook on more than 2 devices. They are charging over \$150 for a book that has no physical existence. That is a gouge in the first place, but to then tell me I can't have it on my phone, kindle and PC simultaneously without doing registration/deregistration gymnastics . . . ? That betrays a very low estimation of their customers and a little bit of ignorance of the way people use technology at this moment. One of the big reasons I buy ebooks is ubiquitous availability. To restrict that is destroying a lot of the value of the format. That said, I'm certainly not going back to buying the 5-pound print doorstop version. But Pearson, throw your student customers a bone. Would 3 devices kill you, you DRM tightwads?

The format in Kindle is impossible to read. Paras are all over the place, figures don't show up, images are mixed up, etc....disappointing to see such poor quality on .

I bought this to refresh myself on marketing management - great read so far. Really not like a text book, more like a professional book.

It's very thick and very useful! Explaining the ethics in an interesting way, with examples and

pictures. I bought the used one, cheap and great.

Excellent book and met academic standards!

This book is an Asian focused textbook. All of the cases and examples are from Asia. It was not very helpful in the class since the textbook in my class has North American focused examples and cases. It was not clear that there were different versions of this book. In fact the cover of the book I received was camouflaged with tape to hide this fact.

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