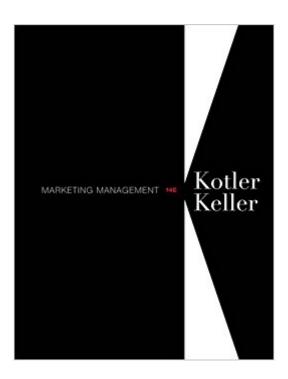


## The book was found

# **Marketing Management**





### **Synopsis**

ALERT:Â Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, A you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. A Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. A Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. A Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. Â -- Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. A Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in todayâ ™s marketing theory and practice. Â Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglabâ "Pearsonâ ™s online tutorial and assessment platform.

#### **Book Information**

File Size: 46237 KB

Print Length: 816 pages

Simultaneous Device Usage: Up to 2 simultaneous devices, per publisher limits

Publisher: Pearson; 14 edition (April 19, 2011)

Publication Date: April 19, 2011

Language: English

ASIN: B008UFXBR6

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #339,008 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #110

in Books > Business & Money > Marketing & Sales > Marketing > Product Management #1326 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing #110283 in Kindle Store > Kindle eBooks > Nonfiction

#### **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 gymastics . . . ? 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.

#### Download to continue reading...

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing) Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and

Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO The Pareto Principle for Business Management: Expand your business with the 80/20 rule (Management & Marketing Book 15) Parkinson's Law: Master time management and increase productivity (Management & Marketing Book 24) Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing)

Contact Us

DMCA

Privacy

FAQ & Help