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Marketing management: text and cases

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Abstrak

This book is intended for use in undergraduate and graduate marketingmanagement courses.We have tried to prepare a text that covers all of the essential managerial elements of marketing with sufficient detail to provide a review for marketing, background for nonmarketing majors in a case-oriented teaching environment, and challenge to take students to the next level of understanding marketing. The selection of cases provides a wide variety of managerial situations for small, medium, and large companies. Also included are several entreprenurial cases that focus on the issues of product or business start-ups to expose students to the types of analyses needed for these decision-making situations.