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Arshad Iqbal 2016

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concentrates on strategic decision making. This approach sets Mullins apart from other texts which place greater

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Michael R. Czinkota
2021-08-24 This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth, revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross-functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The core and complex issues are presented in a simplified manner providing students with a stimulating learning experience that enables critical thinking, understanding and future application. Each chapter features a chapter summary, key terms, review and discussion questions and a practice quiz. Throughout the text there are also specific teaching features to provide students and instructors with an enhanced pedagogical

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New Techniques in Marketing Management

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