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Framework for Marketing Management provides authoritative marketing theory in a concise format to provide flexibility where outside cases, simulations, and projects are brought in.

For graduate and undergraduate courses in marketing management. A Succinct Guide to 21st Century Marketing Management Framework for Marketing Management is a concise, streamlined version of Kotler and Keller's fifteenth edition of Marketing Management , a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects, and cases. The Sixth Edition approaches the topic of marketing from a current standpoint, focusing its information and strategy on the realities of 21st century marketing. Individuals, groups, and companies alike can modernize their marketing strategies to comply with 21st century standards by engaging in this succinct yet comprehensive text.

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.

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Strategic Marketing Management: The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products, services, and brands.

Frameworks for Market Strategy helps students understand how to develop and implement a market strategy and how to manage the marketing process. Marketing activity is the source of insight on the market, customers, and competitors and lies at the core of leading and managing a business. To understand how marketing fits into the broader challenge of managing a business, Capon and Go address marketing management both at the business and functional levels. The book moves beyond merely presenting established procedures, processes, and practices and includes new material based on cutting-edge research to ensure students develop strong critical thinking and problem-solving skills for success. In this European edition, Capon and Go have retained the strong framework of the book, but have updated the cases, examples, and discussions to increase the book's relevance for students outside the USA. Key features include: ¶ A strong strategic focus, teaching students how to analyze markets, customers, and competitors to plan, execute, and evaluate a winning market strategy ¶ Practical examples from a range of contexts, allowing students to develop the skills necessary to work in for-profit, public, or non-profit firms ¶ Emphasis on understanding the importance of working across organizational boundaries to align firm capabilities ¶ Full chapters devoted to key topics, including brand management, digital marketing, marketing metrics, and ethical as well as social responsibilities ¶ Focus on globalization with a chapter on regional and international marketing ¶ Multiple choice, discussion, and essay questions at the end of each chapter Offering an online instructor's manual and a host of useful pedagogy ¶ Including videos, learning outcomes, opening cases, key ideas, exercises, discussion questions, a glossary, and more ¶ this book will provide a solid foundation in marketing management, both for those who will work in marketing departments, and those who will become senior executives.

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