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designed to help students develop decision making skills in marketing this text introduces both the concepts and tools useful in structuring and solving marketing problems an instructor s manual is also available 0 13 181942 9

provides relevant information and case studies geared toward marketing executives and professionals

for undergraduate and graduate marketing strategy courses a comprehensive practice driven approach to developing decision making skills in marketing decision making in marketing is first and foremost a skill and since all skills are learned through practice strategic marketing problems cases and comments balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they ve learned this edition features a new chapter on chapter on marketing channel and supply chain strategy and management and ten new cases

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