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this is the 12th edition of marketing management which preserves the strengths of previous editions while introducing new material and structure to further enhance learning

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focuses on the major decisions that marketing managers and top management in their efforts to harmonize the organization s objectives capabilities and resources with marketplace needs and opportunities

this best selling book is dedicated to the development of decision making skills in marketing it introduces concepts and tools useful in structuring and solving marketing problems while extensive case studies provide an opportunity for those concepts and tools to be employed in practice consisting of 10 chapters and 44 cases that feature contemporary marketing perspectives and practices this book covers the topics of marketing management its foundations financial aspects decision

making and case analysis opportunity analysis market segmentation and market targeting product and service strategy and brand management integrated marketing communication strategy and management pricing strategy and management the control process and comprehensive marketing programs for marketing executives and professionals

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