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focuses on the major dcisions 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

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