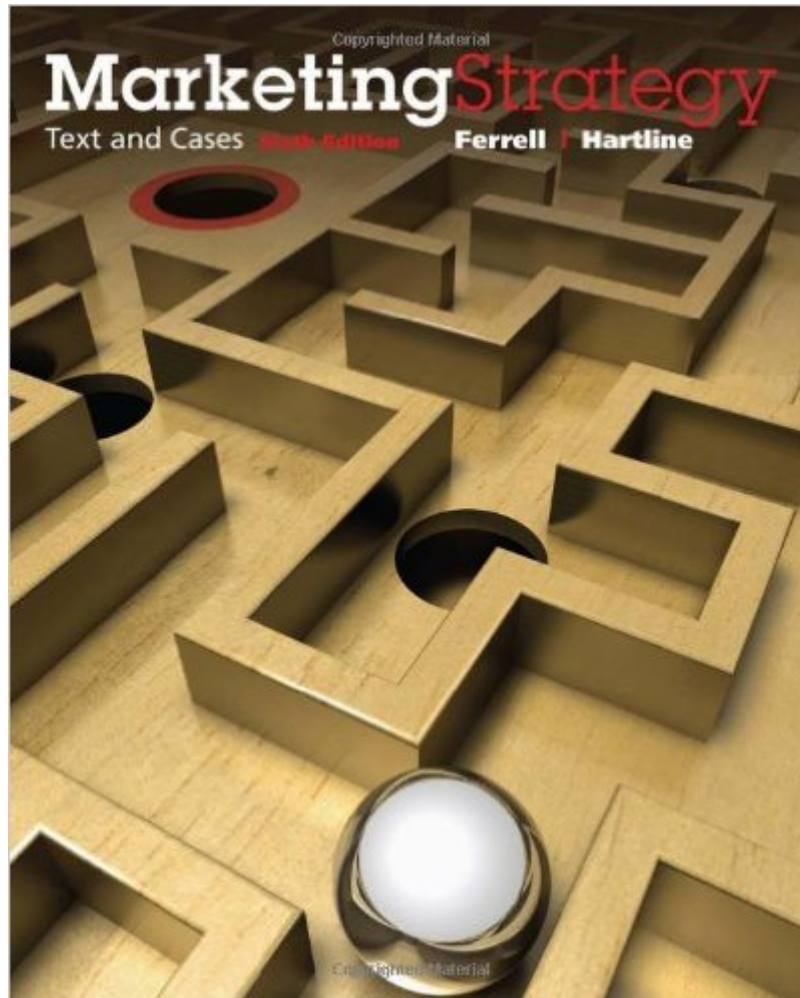


The book was found

Marketing Strategy, Text And Cases



Synopsis

Thoroughly revised and updated, *MARKETING STRATEGY*, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

Book Information

Paperback: 624 pages

Publisher: Cengage Learning; 6 edition (December 20, 2012)

Language: English

ISBN-10: 1285073045

ISBN-13: 978-1285073040

Product Dimensions: 0.8 x 8.2 x 10.2 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (23 customer reviews)

Best Sellers Rank: #69,303 in Books (See Top 100 in Books) #97 inÂ Books > Textbooks >

Business & Finance > Marketing #241 inÂ Books > Business & Money > Processes &

Infrastructure > Strategic Planning #285 inÂ Books > Business & Money > Management &

Leadership > Systems & Planning

Customer Reviews

This was required reading for an MBA class. The necessary strategic marketing content is included. However, this text is not an overly effective delivery of the content. The authors are entirely too wordy. Every chapter includes droning examples of the covered subject I realize this is offered to help student receive some form of real-world insight. However, it feels like the authors just added a bunch of fluff to increase the size of the text. There is ample opportunity to use more bullet points that would make critical content stand out. Instead, the authors use a "beyond the pages" approach and exhibit boxes. The exhibit boxes are not that bad yet also include way to much information. The exhibit boxes should be re-written to add only vital points to avoid cluttering the delivery and

confusing students. I found the beyond the pages examples useless. They may be good stories (or not) yet are only helpful if your professor is testing you using that content. Overall, I suggest the above formatting and content changes. Again, the content is there and you can learn using this book. I just didn't like it.

Read this for an MBA class. It was pretty enjoyable. The case studies were the most interesting. I think the Marketing Plan section was a bit overdone for my taste but it was nothing if not comprehensive. I would recommend it for a marketing student

The content of the book is good, but the number of typos is excessive, particularly given the cost of purchase.

The book was used for the MBA Marketing Class. It is very well written and easy to read. The book was delivered in a very good condition.

I just opened the package. I looked over the book and there is a cut in the middle of the back cover.

Great book! It really helped me broaden my view on how to strategize a marketing plan.

It is a good book, but you could easily use the 5th edition as it is almost identical

Super quick delivery. Exactly as advertised. Would do again.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Marketing Strategy, Text and Cases Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Corporate Information Strategy and Management: Text and Cases Contemporary Strategy Analysis: Text and Cases Edition Network Marketing Success Blueprint: Go Pro in Network Marketing: Build

Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) BASIC MARKETING: A Marketing Strategy Planning Approach Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

[Dmca](#)