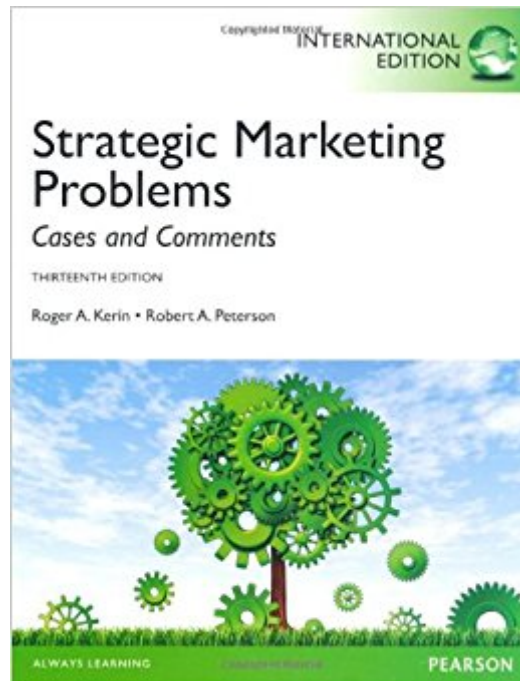




Ebook Directory
the best source of ebook

The book was found

Strategic Marketing Problems: International Edition



Synopsis

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.

Book Information

Paperback: 744 pages

Publisher: Pearson Education Limited; 13th edition edition (September 27, 2012)

Language: English

ISBN-10: 0273768948

ISBN-13: 978-0273768944

Product Dimensions: 8.5 x 10.8 inches

Shipping Weight: 2.9 pounds

Average Customer Review: 3.4 out of 5 stars 27 customer reviews

Best Sellers Rank: #105,947 in Books (See Top 100 in Books) #37 in Books > Business & Money > International > Global Marketing #494 in Books > Business & Money > Management & Leadership > Systems & Planning #950 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

i received the book, it is perfect, high quality paper, as good as the hardcover one.

The book came in great condition. But the content is pretty bad. Every case we discussed from the book was poorly explained according to our professor.

The book is pretty much filled with real life cases, which is good as it presents you with real problems companies face. We're using it in applied marketing, so far it's good, can't complain.

This book is extremely helpful for anyone entering any segment of business, and especially for anyone looking to make business improvements or to start a business of their own. I will keep this

book well after the course I bought it for is over.

Excellent cases. Used this for my M.B.A. advanced marketing strategy class and it really helped in applying marketing concepts and thinking about business issues...

Love the fact that the chapters aren't excessively long. The author gets straight to the point.

Brand new book, binding was falling apart from the moment I received it. Needed the book for a class, so I was forced to simply accept it the way it was.

Book is ripped from the cover

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

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Strategic Marketing Problems: International Edition Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Prostate Problems Home Remedies, How To Fight Prostate Problems At Home, Get Rid Of Prostate Problems Fast!: Back On Track - Fighting Prostate Problems At Home Strategic Marketing Problems: Cases and Comments, 13th Edition Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) 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) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) How trace element selenium affects men's health: Discover how selenium can affect: prostate problems, eczema problems, asthma breathing, and 9 other health problems

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)