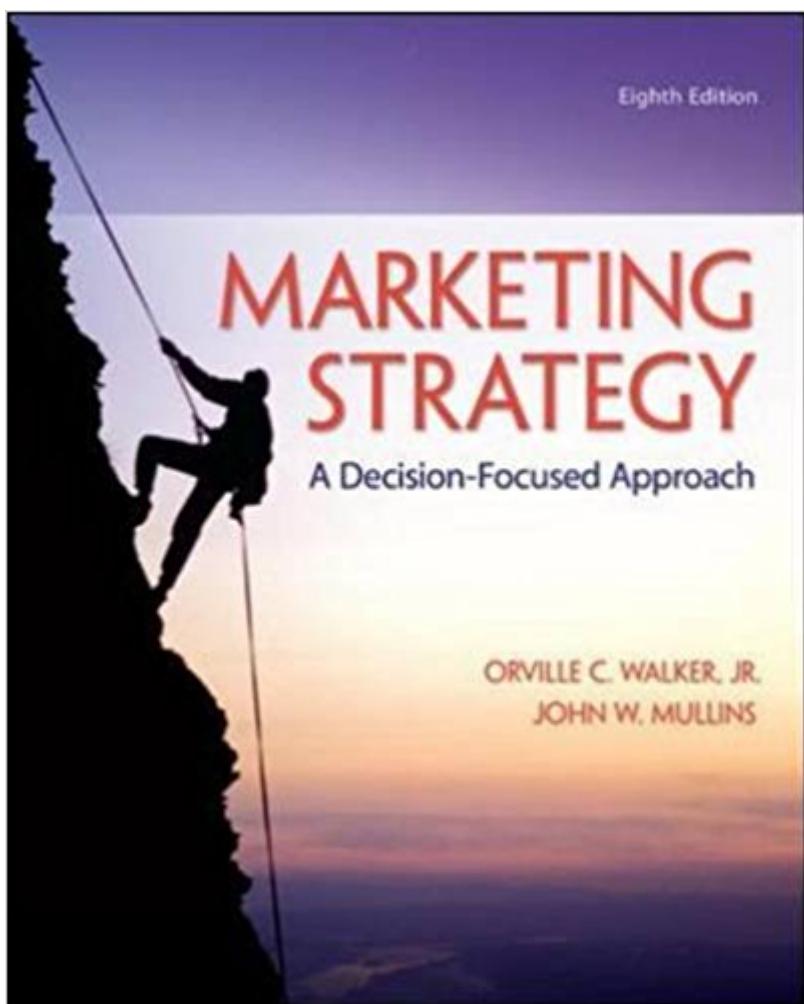


The book was found

Marketing Strategy: A Decision-Focused Approach (Irwin Marketing)



Synopsis

Marketing Strategy, 8e is a focused, succinct text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The eighth edition helps students integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

Book Information

Series: Irwin Marketing

Paperback: 384 pages

Publisher: McGraw-Hill Education; 8 edition (January 24, 2013)

Language: English

ISBN-10: 0078028949

ISBN-13: 978-0078028946

Product Dimensions: 8 x 0.6 x 9.9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 11 customer reviews

Best Sellers Rank: #22,084 in Books (See Top 100 in Books) #89 in Books > Textbooks > Business & Finance > Marketing #232 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

John W. Mullins John Mullins is Associate Professor of Management Practice at London Business School, where he heads the entrepreneurship group. He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota. An award-winning teacher, John brings to his teaching and research 20 years of executive experience in high-growth firms, including two ventures he founded, one of which he took public. Since becoming a business school professor in 1992, John has published more than 30 articles in a variety of outlets, including Harvard Business Review, the Journal of Product Innovation Management, and the Journal of Business Venturing. His research has won national and international awards from the Marketing Science Institute, the American Marketing Association, and

the Richard D. Irwin Foundation. He is also co-author of *Marketing Management: A Strategic Decision-Making Approach*, 5th edition. His recent trade book, *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan*, is the definitive work on the assessment and shaping of market opportunities. Orville C. Walker, Jr. Orville C. Walker, Jr. is Professor Emeritus in the University of Minnesota's Carlson School of Management, where he served until recently as the James D. Watkins Professor of Marketing and Director of the PhD Program. He holds a Master's degree in social psychology from the Ohio State University and a PhD in marketing from the University of Wisconsin-Madison. Orville is the co-author of three books and has published more than 50 research articles in scholarly and business journals. He has won several awards for his research, including the O'Dell award from the Journal of Marketing Research, the Maynard award from the Journal of Marketing, and a lifetime achievement award from the Sales Management Interest Group of the American Marketing Association. Orville has been a consultant to a number of business firms and not-for-profit organisations, and he has taught in executive development programs around the world, including programs in Poland, Switzerland, Scotland and Hong Kong. Perhaps his biggest business challenge, however, is attempting to turn a profit as the owner-manager of a small vineyard in western Wisconsin.

Great book for college. Did the job and I was able to sell this back for a great price.

Great product

Came as advertised, and had an excellent rental price. Used this book for an MBA level course and was very pleased with the price, product, and time length for the rental.

Book is great. Easy to read and I needed it for the class.

As described

Timely delivery and quality was as stated.

one of the best books needed by all management/strategy consultants

Great Book for Grad School Marketing Class.Came quick and good quality.

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

Marketing Strategy: A Decision-Focused Approach (Irwin Marketing) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) 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. Consumer Behavior: Building Marketing Strategy (Irwin Marketing) 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) Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION Managing Projects: A Team-Based Approach with Student CD (McGraw-Hill/Irwin Series Operations and Decision Sciences) What's Your Decision?: How to Make Choices with Confidence and Clarity: An Ignatian Approach to Decision Making Decision Making in Medicine: An Algorithmic Approach, 3e (Clinical Decision Making Series) Essentials of Marketing: A Marketing Strategy Planning Approach Digital Marketing Strategy: An Integrated Approach to Online Marketing 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 Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) International Marketing (Irwin Marketing) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Essentials of Marketing Research (Irwin Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)