

An Introduction to Marketing Management

Being an effective marketing leader is more complex than it sounds. Speak to any [marketing management](#) professional and they'll tell you that their work is equal parts strategy, [planning](#), execution, and analysis. It's easy to see why. Marketing professionals with a documented strategy are [313% more likely to succeed](#) when compared to their peers who do not have a documented strategy.

So, what is the role of marketing management in a wider business context and how does it help organizations plan for the future, understand their customers, improve internal processes, and create valuable products and services? Discover all of this and more in our marketing management guide.

Marketing Management An Introduction

Daniela Niemeyer



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