

MANAGING MARKETING PERFORMANCE

INTRODUCTIONS



Managing Marketing Performance

David A. Aaker, Christine Moorman



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*Earnings management and the Long-term market performance of initial public offerings.*Working Paper #9401-29 Siew Hong Teoh,T.J.Wong,Gita R. Rao,1994

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executives wanting to improve their marketing strategy development and planning processes or looking for a timely overview of recent issues frameworks and tools Managing Marketing Linkages Frank V. Cespedes,1996 Comprised of an introductory chapter four readings and twelve diverse case studies Managing Marketing Linkages by Frank V Cespedes explains how external market factors and internal organizational linkages can be developed to maintain profitable customer relationships *CIM Coursebook 06/07 Managing Marketing Performance* Roger Palmer,Richard Meek,Lynn Parkinson,Helen Meek,2012-06-14 Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series offers you the complete package for exam success Fully reviewed by CIM and updated by the examiner the coursebook offers everything you need to keep you on course **Harvard Business School Core Collection, 1998** Baker Library,1998 This guide lists approximately 3 500 books recent titles of general interest to the business reader that Harvard Business School faculty researchers and students consider central to their work Revised and updated annually it includes the full bibliographic record for each book and features an appendix of publishers addresses as well as indexes by title author core classics and notable books Cim - 11 Managing Marketing Performance Bpp Learning Media Staff,Chartered Institute of Marketing,BPP Learning Media,2008-07 **Problems in Sales Management** Harry Rudolph Tosdal,1921

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