



TENTH EDITION

Marketing Management

KNOWLEDGE AND SKILLS

J. Paul Peter • James H. Donnelly, Jr.

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in marketing and by students of engineering where an elective course on Marketing Management is prescribed **CIM Coursebook 03/04 Marketing Management in Practice** Tony Curtis,2012-09-11 Each coursebook includes access to MARKETINGONLINE where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts **Marketing Management** J. Paul Peter,James H. Donnelly, Jr.,1989-05 Marketing Management 8 e by Peter and Donnelly serves as an overview for critical issues in marketing management The text strives to enhance knowledge of marketing management and advance student skills so they can develop and maintain successful marketing strategies The text does this through comprehensive text chapters that analyze the marketing process and gives students the foundation needed for success in marketing management and through 40 cases 12 of them new many others updated that go beyond traditional marketing principles and focus on the role of marketing in cross functional business and organization strategies

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