

The background of the cover features a silhouette of a person rappelling down a dark, jagged cliff on the left side. The person is holding a rope that extends from the top left towards the bottom. The background is a gradient of colors from a sunset or sunrise, with a purple and blue sky at the top, transitioning through orange and yellow to a darker blue at the bottom. The overall image conveys a sense of challenge and achievement.

Eighth Edition

# MARKETING STRATEGY

A Decision-Focused Approach

ORVILLE C. WALKER, JR.  
JOHN W. MULLINS

# Marketing Strategy A Decision Focused Approach

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**The Advanced Dictionary of Marketing** Scott Dacko, 2008 This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing. With over 1 000 entries ranging in length and depth, it is the ideal reference guide for researchers, directors, managers, and anyone studying marketing for a professional or academic qualification.

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