

Marketing management: a strategic decision-making approach

Mullins, John W., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20417879&lokasi=lokal>

Abstrak

The eighth edition of Marketing Management: A Strategic Decision-Making Approach, concentrates on marketing decision-making, rather than mere description of marketing phenomena. By providing specific tools and decision frameworks, it prepares its readers to hit the ground running and contribute tangibly to the marketing efforts of firms large and small. Drawing on its authors' wealth of entrepreneurial and executive experience, along with their thought-leading research, the book provides an abundance of real-life examples of marketing decisions ? both good and not-so-good ? from around the world in companies ranging from entrepreneurial start-ups to multi-national giants.