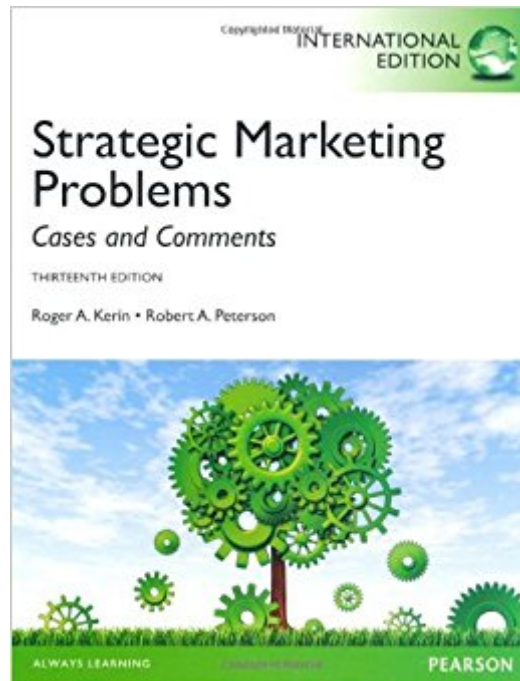




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Strategic Marketing Problems: International Edition



Synopsis

For undergraduate and graduate marketing strategy courses. A comprehensive, practice-driven approach to developing decision-making skills in marketing. Decision-making in marketing is first and foremost, a skill. And since all skills are learned through practice, Strategic Marketing Problems: Cases and Comments balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they've learned. This edition features a new chapter on chapter on marketing channel and supply chain strategy and management and ten new cases.

Book Information

Paperback: 744 pages

Publisher: Pearson Education Limited; 13th edition edition (September 27, 2012)

Language: English

ISBN-10: 0273768948

ISBN-13: 978-0273768944

Product Dimensions: 8.5 x 10.8 inches

Shipping Weight: 2.9 pounds

Average Customer Review: 3.4 out of 5 stars 27 customer reviews

Best Sellers Rank: #105,947 in Books (See Top 100 in Books) #37 in [Books > Business & Money > International > Global Marketing](#) #494 in [Books > Business & Money > Management & Leadership > Systems & Planning](#) #950 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

i received the book, it is perfect, high quality paper, as good as the hardcover one.

The book came in great condition. But the content is pretty bad. Every case we discussed from the book was poorly explained according to our professor.

The book is pretty much filled with real life cases, which is good as it presents you with real problems companies face. We're using it in applied marketing, so far it's good, can't complain.

This book is extremely helpful for anyone entering any segment of business, and especially for anyone looking to make business improvements or to start a business of their own. I will keep this

book well after the course I bought it for is over.

Excellent cases. Used this for my M.B.A. advanced marketing strategy class and it really helped in applying marketing concepts and thinking about business issues...

Love the fact that the chapters aren't excessively long. The author gets straight to the point.

Brand new book, binding was falling apart from the moment I received it. Needed the book for a class, so I was forced to simply accept it the way it was.

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