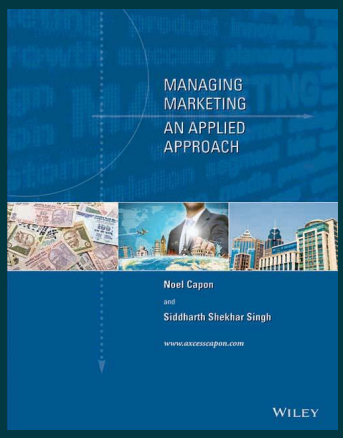
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Managing Marketing: An Applied Approach

By Noel Capon, Siddharth Shekhar Singh

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Description

Marketing is the source of insight about the market, customers, competitors and complementors and the business environment in general. Marketing is concerned with the companies long run relationships with customers as well as its short run sales activity. Thus marketing is a major organizational thrust, not just a responsibility assigned to a single functional department. For this reason, Managing Marketing - An Applied Approach emphasizes the role of marketing in creating value for customers -this leads to the creation of value for other firm stakeholders, including shareholders and employees. Managing Marketing - An Applied Approach is about understanding how to develop market strategy, implement market offers and manage the marketing process.

Resources

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Noel Capon is the R. C. Kopf Professor of International Marketing and past Chair of the Marketing Division, Graduate School of Business, Columbia University.

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