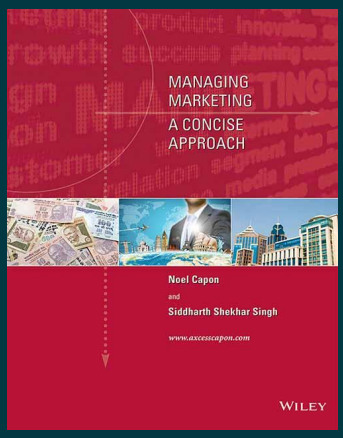

Managing Marketing: A Concise Approach

By Noel Capon, Siddharth Shekhar Singh

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Description

Managing Marketing: A Concise Approach is about understanding how to develop market strategy, implement market offers and manage the marketing process. This is not a book that attempts to describe all there is to know about marketing, but focuses on what the prospective manager needs to know. Managing Marketing: A Concise Approach differs from other senior undergraduate and introductory graduate marketing texts. The authors take a position on what they believe is a better or worse course of action for marketers. Marketing is an applied field; the authors believe they should provide guidance for good marketing practice.

About the Author

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