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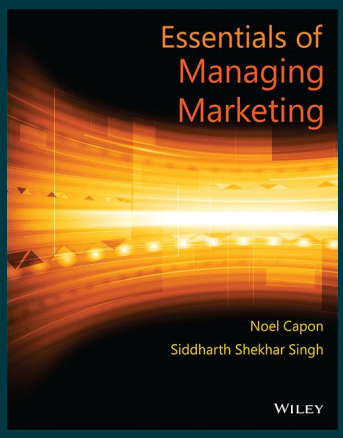

Essentials of Managing Marketing

By Noel Capon, Siddharth Shekhar Singh

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Description

Essentials of Managing Marketing is about understanding how to develop market strategy, implement market offers, manage the marketing process. Essentials of Managing Marketing focuses on the manager, not just the marketer. For readers committed to a career in marketing, this book forms a solid foundation as you study marketing further/deeper. Essentials of Managing Marketing provides what every general manager and senior executive must know about marketing. This book emphasizes the role of marketing in creating value for customers — leading to the creation of value for other firm stakeholders, including employees and shareholders.

About the Author

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