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This is the 13th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

For courses in Marketing Strategy, Marketing Management, and Strategic Marketing. The premier marketing strategy and management casebook in the world.

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This edition presents marketing management concepts in a traditional format and includes many real-world examples, emphasizing topics such as international marketing, ethics, cross-functional teams and quality. Integrating competitive rationality throughout the text, the book also covers strengthening customer relations by outshining the competition in customer satisfaction, finding more efficient and less costly ways to deliver the same customer benefits and service, and improving general decision making implementation skills.

Intended to target an international audience by including scholarly international research contributing to the field of marketing and by providing examples and insights from markets and companies in Europe, Asia, the Americas etc., a particular focus of this book is on the application of concepts and theories.

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