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Marketing Management: Knowledge And Skills, 11th Edition



Synopsis

Marketing Management, 11e, is a text and casebook written by Peter and Donnelly. It is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students knowledge of marketing management and to advance their skills in developing successful marketing strategies. The six stage learning approach is the focus of the text. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout.

Book Information

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Customer Reviews

J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison.

He has won many awards for his contributions through research, textbooks, and education. James H. Donnelly, Jr. Is the Turner Professor in the College of Business and Economics, Univ. of Kentucky. Research areas include marketing and banking.

It had so much information that i got overwhelm but then again, Marketing and I are not the best friends

Blah book

Book was a good price and exactly what I needed for class.

I needed this textbook for a college class and was happy when I found it cheaper on .com. After using this textbook in class I have to say it is a winner. It is easy to understand and has a wealth of knowledge that is useful in the marketing realm. I was impressed with the low price, fast shipping, and the excellent condition the product was in when it arrived at my house. I totally give this product and transaction five stars. Nice Job !

This was an excellent resource for helping me write a marketing plan for my business concept.

markings; otherwise did the job

While there was no writing or highlighting in the book, the binding seemed to be falling apart, resulting in pages falling out of the book without any effort on my part.

I assume book was ok. was for my son and was mandatory for his class. have not heard any complaints.

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