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Marketing Management (14th Edition)



Synopsis

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. *Marketing Management* is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. Remaining true to its gold-standard status, the fourteenth edition includes an overhaul of new material and updated information, and now is available with mymarketinglab's Pearson's online tutorial and assessment platform.

Book Information

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Customer Reviews

The busy layout of the text book presents challenges when transferred to the Kindle edition, but the biggest disappointment is that the actual textbook page numbers are not displayed in your Kindle (just Kindle location) which makes collaborating with fellow cohort members and citations next to impossible.

I had purchased a Global Accounting book before, so I was not nervous about purchasing a Global edition again. This book has been perfect for my marketing class. So far nothing has been different except the HUGE savings,

Good case studies. But there are small errors in the book that are annoying and the layout is hard to read. I rented this book for a class and am planning on not picking up for my library after the class is

finished.

I got this textbook for an Integrated Marketing course at NYU. I must say I am quite happy with it dense and very up to date content. It is very well written, has good case studies of many prominent companies and is written in a way that it is easy to comprehend the chapters. I am quite happy with it and am definitely learning a lot.

This book was very technical and dense. Each chapter consisted of list after list of terms, each having multiple sublists. I suppose this format makes for simple test construction, but I don't expect people to remember all the technical terms when they actually begin their career.

Pretty good text to describe marketing in the modern business world. Some of the chapters seem to overlap and could be organized more clearly. Overall, the text is easy to read and cases are current and pertinent.

Take this for what it's worth from an MBA candidate who is not interested in marketing. The text presents good information. The business cases are very useful and provided the most benefit. Otherwise, I found the material to be dry and in many cases tedious to read-through. The majority of my research used the web rather than the text as a starting point for all my papers related to this course...

Very informative introductory text to marketing management. Covers a lot of material. Would have liked more exercises demonstrating practical applications of the topics covered. Case studies are very useful.

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