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Marketing Management: The Big Picture

Christie L. Nordhielm, Marta Dapena-Baron

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Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well-known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marking variables to each other, inextricably linking marketing strategy concepts with their executional implications.

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