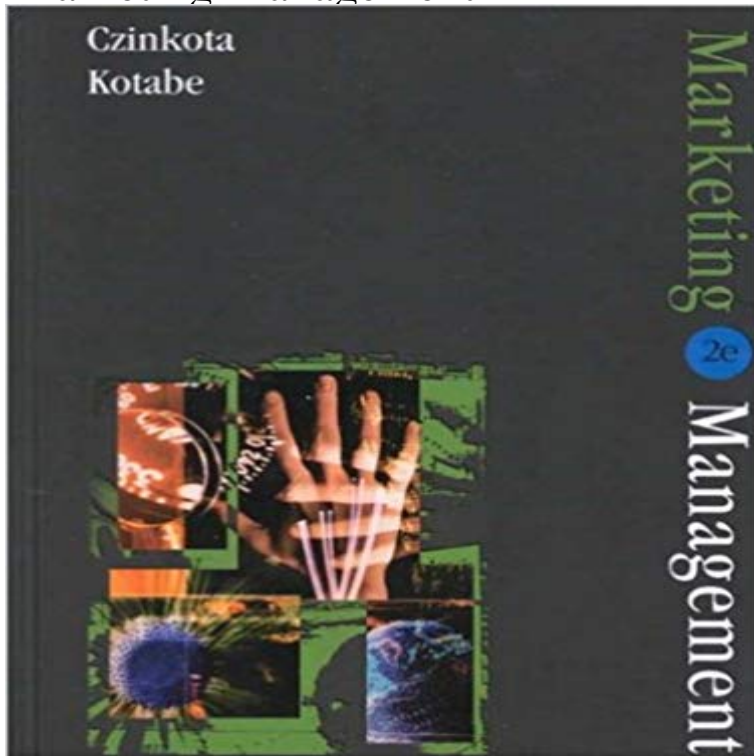


Marketing Management



A marketing management course shouldn't be treated like a principles class. And, an upper-level text doesn't need to be written like an encyclopedia. That's why *Marketing Management, 2e* by Michael Czinkota and Masaaki Kotabe takes a direct, no-bull approach, bringing concepts to life without dry explanations and unnecessary extra information. Theoretical and practical considerations are balanced throughout. Coverage of critical and contemporary marketing topics includes integration of e-commerce and a unique chapter on estimating marketing demand.

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Marketing Managers. Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by **Marketing - Definition & Importance, Concepts & Marketing** Feb 8, 2014
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