



A Framework for Marketing Management (Sixth Edition)

By Philip Kotler, Kevin Keller

Pearson Education, 2016. Softcover. Condition: New. 5th or later edition. Table of Content I: Understanding Marketing Management 1. Defining Marketing for the New Realities 2. Developing and Implementing Marketing Strategies and Plans 3. Capturing Marketing Insights and Forecasting Demand II: Connecting with Customers 4. Creating Long-term Loyalty Relationships 5. Analyzing Consumer and Business Markets III: Building Strong Brands 6. Identifying Market Segments and Targets 7. Crafting the Brand Positioning 8. Creating Brand Equity and Driving Growth IV: Shaping the Market Offerings 9. Setting Product Strategy and Introducing New Offerings 10. Designing and Managing Services 11. Developing Pricing Strategies and Programs V: Delivering Value 12. Designing and Managing Integrated Marketing Channels 13. Managing Retailing, Wholesaling, and Logistics VI: Communicating Value 14. Designing and Managing Integrated Marketing Communications 15. Managing Digital Communications 16. Managing Mass Communications 17. Managing Personal Communications VII: Managing the Marketing Organization for Long-Term Success 18. Conducting Marketing Responsibly in the Global Economy Printed Pages: 344.



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