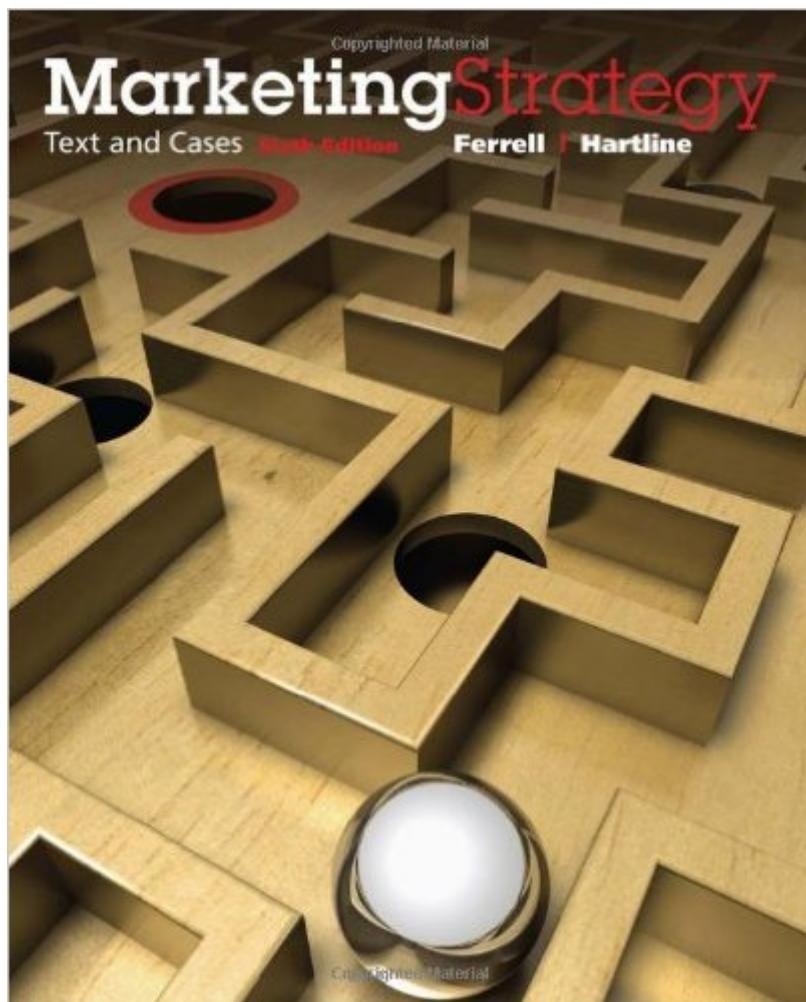


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# Marketing Strategy, Text And Cases



## **Synopsis**

Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

## **Book Information**

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Average Customer Review: 4.2 out of 5 starsÂ  See all reviewsÂ  (23 customer reviews)

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## **Customer Reviews**

This was required reading for an MBA class. The necessary strategic marketing content is included. However, this text is not an overly effective delivery of the content. The authors are entirely too wordy. Every chapter includes droning examples of the covered subject I realize this is offered to help student receive some form of real-world insight. However, it feels like the authors just added a bunch of fluff to increase the size of the text. There is ample opportunity to use more bullet points that would make critical content stand out. Instead, the authors use a "beyond the pages" approach and exhibit boxes. The exhibit boxes are not that bad yet also include way to much information. The exhibit boxes should be re-written to add only vital points to avoid cluttering the delivery and

confusing students. I found the beyond the pages examples useless. They may be good stories (or not) yet are only helpful if your professor is testing you using that content. Overall, I suggest the above formatting and content changes. Again, the content is there and you can learn using this book. I just didn't like it.

Read this for an MBA class. It was pretty enjoyable. The case studies were the most interesting. I think the Marketing Plan section was a bit overdone for my taste but it was nothing if not comprehensive. I would recommend it for a marketing student

The content of the book is good, but the number of typos is excessive, particularly given the cost of purchase.

The book was used for the MBA Marketing Class. It is very well written and easy to read. The book was delivered in a very good condition.

I just opened the package. I looked over the book and there is a cut in the middle of the back cover.

Great book! It really helped me broaden my view on how to strategize a marketing plan.

It is a good book, but you could easily use the 5th edition as it is almost identical

Super quick delivery. Exactly as advertised. Would do again.

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