

The book was found

# 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

Series: Marketing Management

Hardcover: 816 pages

Publisher: Pearson; 14 edition (February 18, 2011)

Language: English

ISBN-10: 0132102927

ISBN-13: 978-0132102926

Product Dimensions: 8.8 x 1.2 x 10.9 inches

Shipping Weight: 3.8 pounds

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (167 customer reviews)

Best Sellers Rank: #8,115 in Books (See Top 100 in Books) #9 in [Books > Textbooks > Business & Finance > Marketing](#) #73 in [Books > Business & Money > Marketing & Sales > Marketing](#) #163 in [Books > Business & Money > Management & Leadership > Management](#)

## 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.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Marketing Management (14th Edition)

Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... (Online Marketing, Affiliates programs)

Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1)

Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates)

99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2)

Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing)

Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)

FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing)

Principles of Marketing (14th Edition) Contemporary Advertising and Integrated Marketing Communications, 14th Edition Human Resource Management (14th Edition) Strategic Management: A Competitive Advantage Approach, Concepts and Cases (14th Edition) Strategic Management: A Competitive Advantage Approach, Concepts (14th Edition) Management Information Systems: Managing the Digital Firm (14th Edition) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business)

[Dmca](#)