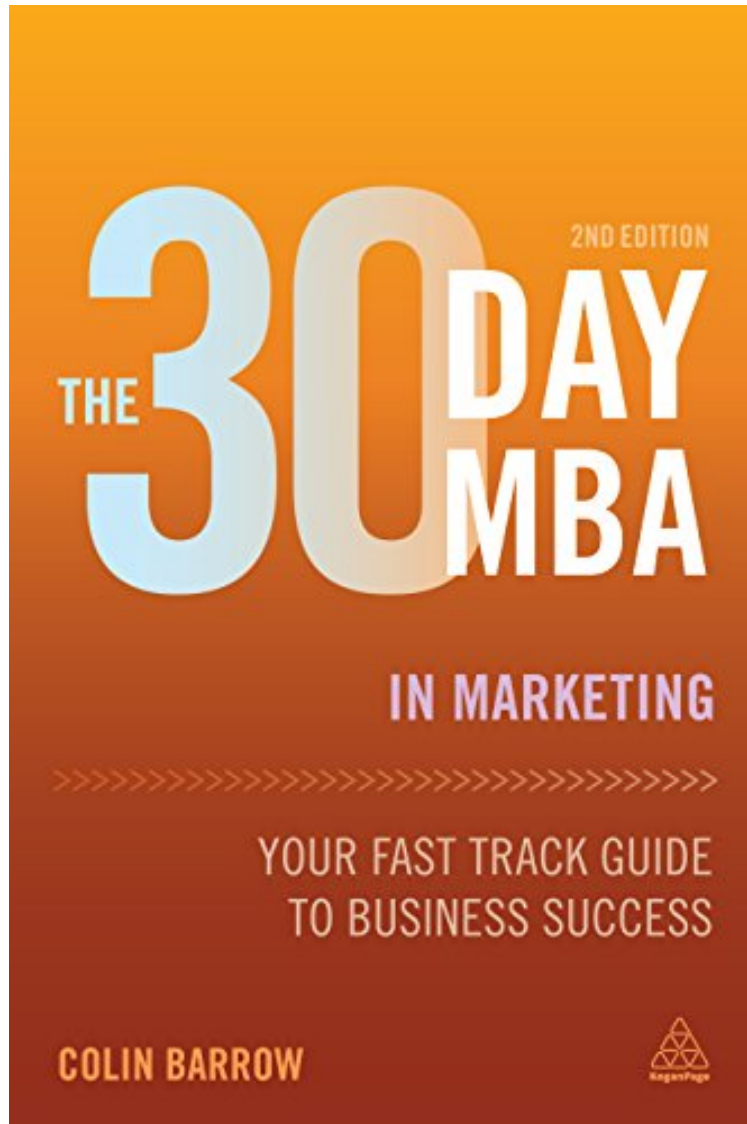


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The 30 Day MBA in Marketing: Your Fast Track Guide to Business Success

Colin Barrow

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0 of 0 people found the following review helpful. GoodBy DarrenIngram_dot_comA concise yet comprehensive collection of information relevant to marketing that can be used in many situations is the best way to describe this book.This book offers an accessible route into the world of marketing that lets you get core information at speed whilst

providing many routes to acquiring deeper knowledge, making this ideal for both students and the more-experienced business professional who needs to brush up on a bit of knowledge (or acquire it for the first time if they have been bluffing). In this updated edition, the author has added a host of new case studies, updated existing chapters and added new data on subjects such as marketing sciences, social media marketing and the march towards mobile marketing. Even if you have the original edition sitting on your shelf, this could be a worthy 'upgrader' in any case. This book has the capacity of being one of those frequently consulted books that you keep close at hand, when you want to get a steer on a certain point and don't fancy trusting the often random nature of Google to your possibly less-focussed search query. Clearly this book is not going to be the one and only book you need to study marketing, yet neither does it even set out to be this. It provides a great accessible way into the world of marketing, helping you on your way. There will be a time and a place for the several hundred-page marketing textbook focussing on a highly focussed subject and there will also be space for a book like this. No doubt you can be picky and question elements of the book: did it cover a certain subject sufficiently, what did it miss out and so forth; yet all in all it provides a great mix, written in an understandable way that leads you to wanting to learn more, and it is offered at a great price. A marketing expert might interpret this review as 'the customer was satisfied and likely to be a positive advocate to the product.' 1 of 2 people found the following review helpful. No Tests, But Good Intro By Fatima The description is inaccurate. The publisher's description does not promise free tests and a final exam--and THERE ARE NONE. Here it is in full at the time of publishing this review: "The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including such hot topics as Buyer behaviour, Marketing strategy, Promotion and advertising, Pricing, Managing the marketing organization and Marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online appendices that provide an invaluable guide to finding further information and free resources on each topic covered." Other than that, this is pretty good. 0 of 1 people found the following review helpful. a very great reference book for those pursuing a BA or MBA ... By Tony Parsons Filled with all kinds of references, charts, etc.; a very great reference book for those pursuing a BA or MBA degree, I started out towards a BA but my advisor informed me my Algebra grades were not up to par so they would not accept me into the MBA program. That's OK I wanted to graduate go on to Graduate school so I picked something else. I did not receive any type of compensation for reading/reviewing this book. While I receive free books from publishers/authors, I am under no obligation to write a positive review. Only an honest one. A very awesome book cover, great font/writing style. A very well written book. It was very easy for me to read/follow from start/finish never a dull moment. There were no grammar/typo errors, nor any repetitive or out of line sequence sentences. Lots of exciting scenarios, with several twists/turns a great set of unique characters to keep track of. This could also make another great movie, college PP presentation, or mini TV series. College textbooks are mind-boggling. A refresher for me. I will rate it at 4/5 stars. Thank you for the free Goodreads; MakingConnections; Kogan Page; paperback book Tony Parsons MSW (Washburn)

The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online resources that enable you to test your own knowledge. It also provides an invaluable guide to finding further information and free resources on each topic covered.

About the Author Colin Barrow is the author of more than 30 books in the fields of entrepreneurship, business management and international property development, and he has authored or co-authored ten books in the Dummies series. He was Head of the Enterprise Group at Cranfield School of Management, a leading international business school, for ten years, and he has lectured, researched and collaborated with colleagues in business schools in the UK, US, Canada, Australia, Asia and throughout Europe. He is the author of The Business Plan Workbook, The 30 Day MBA in International Business, The 30 Day MBA and The 30 Day MBA in Business Finance (Kogan Page).