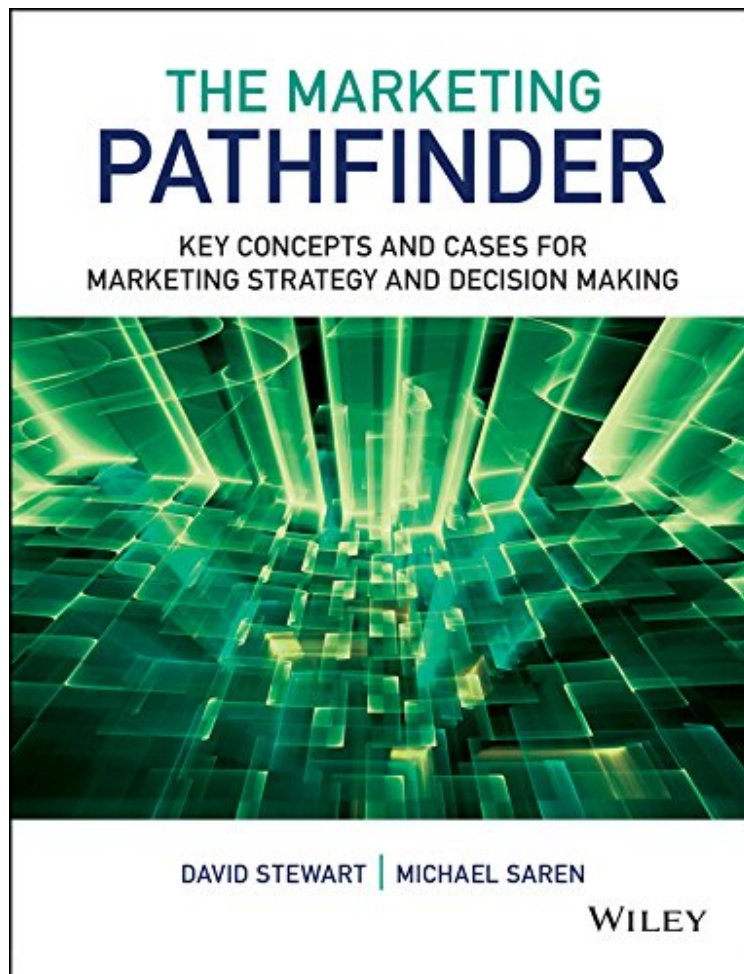


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The Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making

David W. Stewart, Michael M. Saren
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David W. Stewart, Michael M. Saren : The Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making:

Dozens of lively international case studies that help readers put core marketing principles in a real-world context From market research to positioning and brand management to customer relations, marketing is the engine that drives innovation and growth in the modern business organization. This latest addition to the acclaimed Pathfinder series, like its popular predecessor, The Strategy Pathfinder, features a unique blend of core concepts and brief, international case

studies. A refreshing contrast to traditional marketing texts and references, which tend to be prescriptive and directive, The Marketing Pathfinder offers professionals and marketing students alike an effective way to contextualize the marketing decisions they'll make in the real world of business. Not another one-size-fits-all marketing toolkit, The Marketing Pathfinder functions as a dynamic, interactive resource. Each chapter presents a set of core concepts, frameworks, and tools, followed by five or more short, lively international case studies illustrating how the concepts and tools can be applied in the real world. The case studies are specifically designed to encourage readers to pursue additional independent research and to encourage them to articulate and defend their decisions. Throughout, the emphasis is on the reader as a marketing professional in the thick of it and responsible for the decisions they make.

From the Back Cover: "This book should be considered as required reading or the basis for a marketing management and strategy course. I strongly recommend it." Professor Rod Brodie, University of Auckland Business School, New Zealand "A cracking read for those interested in quickly getting to grips with marketing." Professor Sally Dibb, Open University, Milton Keynes, UK "The Marketing Pathfinder is unique as it calls for a coherent pluralism of marketing perspectives rather than claiming the leadership of a particular marketing perspective. Each micro-case study enables the student to understand how each theory, necessarily sub-determined, makes its own contribution to make sense of a situation and to solve marketing issues." Professor Bernard Cova, Kedge Business School, Marseille, France "The Marketing Pathfinder suits perfectly both as comprehensive textbook for teaching purposes as well as an inspirational reading for practitioners. Presented in the mind map format it provides marketing concepts and enhances marketing thinking in a more convenient and reader-oriented format." Professor Margarita Zobnina, National Research University, Higher School of Economics, Moscow, Russia "An excellent marketing text that will particularly appeal to marketing students undertaking their placements and internships and marketing practitioners at various levels looking to deepen their marketing and company case knowledge – no reflective marketing practitioner should be without it!" Professor Paul Baines, Cranfield University, UK "An original, fascinating, and much-needed book by two of the more iconoclastic thinkers in marketing. The world needs more reflective practitioners in marketing, and this book will help to create them." Professor Nick Lee, Loughborough University, School of Business and Economics, UK "Arming you with the latest and most interesting marketing theory, it will put you in the position of real managers making real decisions, about an eclectic and international range of organizations (from Audi to Zapp!). The Marketing Pathfinder will engage and challenge you, and make you a better marketer." Duncan Angwin and Stephen Cummings, Series Editors, co-authors of The Strategy Pathfinder. The Marketing Pathfinder offers marketing professionals and students a dynamic and interactive resource to help make responsible and effective choices for the myriad of marketing decisions that occur in the everyday world of business organizations. The case studies are designed to encourage additional independent research as well as promote the ability to articulate and defend decisions. The Marketing Pathfinder is also supported by online lecturer supplements, available at www.wiley.com/go/marketingpathfinder. About the Author: David Stewart is a Senior Lecturer in the Victoria Management School and has conducted courses for organizations such as Saatchi Saatchi, Ogilvy and Mather, Television New Zealand, and the Electricity Corporation of New Zealand. Michael Saren is Professor of Marketing at Leicester University. He is a founding editor of the journal Marketing Theory and co-author with David Ford of Marketing and Managing Technology and co-editor of Rethinking Marketing.