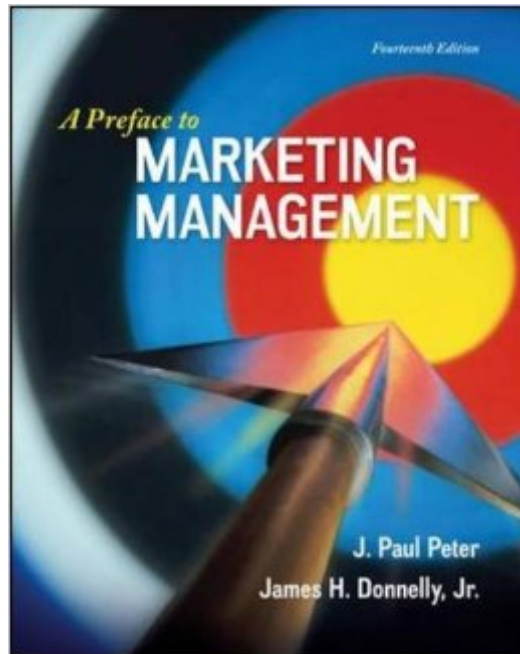


The book was found

A Preface To Marketing Management



Synopsis

Preface to Marketing Management, 14e, by Peter and Donnelly, is praised in the market for its clear and concise presentation of the basic principles of marketing in such a way that the core concepts and ideas are covered in sufficient depth to ensure understanding. By offering an engaging, clear, and conceptually sound text, this book has been able to maintain its position as a leading marketing management text. The fourteenth edition serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students. The text also works in courses that implement a cross-functional curriculum where the students are required to purchase several texts.

Book Information

Paperback: 288 pages

Publisher: McGraw-Hill Education; 14 edition (February 4, 2014)

Language: English

ISBN-10: 007786106X

ISBN-13: 978-0077861063

Product Dimensions: 7.9 x 0.5 x 9.9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (11 customer reviews)

Best Sellers Rank: #33,223 in Books (See Top 100 in Books) #59 in [Books > Textbooks > Business & Finance > Marketing](#) #291 in [Books > Business & Money > Marketing & Sales > Marketing](#) #595 in [Books > Business & Money > Management & Leadership > Management](#)

Customer Reviews

Textbook content is good, but eBook compatibility is poor. Can only be viewed on the PC Kindle app, not through the web viewer or phone app. If I'd have known it was so limited, I'd have purchased a physical book.

A good overview of the field of marketing. I've been in Market research for 35 years, before which I obtained a marketing degree. Good to be refreshed in the principles, terms and structures of marketing thinking.

The book came in almost perfect condition. Sometimes you find brand new books in the same state

as this one at the bookstores. Great purchase, very trustworthy.

This is one of my favorite text books. Needed it for marketing class. The examples made me look like a superstar at work.

Very expensive. Was surprised a paperback book comes at this high a price. I'd recommend buying used.

I purchased this book for an MBA class. Great prep book for Marketing!

[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 A Preface to Marketing Management 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) Infections and Inequalities: The Modern Plagues, Updated with a New Preface The Fat

Tail: The Power of Political Knowledge in an Uncertain World (with a New Preface) The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade. New Preface and Epilogue with Updates on Economic Issues and Main Characters Leading Change, With a New Preface by the Author Tuition Rising: Why College Costs So Much, With a new preface Winter Season: A Dancer's Journal, with a new preface The Adventures of an IT Leader, Updated Edition with a New Preface by the Authors Conscious Capitalism, With a New Preface by the Authors: Liberating the Heroic Spirit of Business

[Dmca](#)