

[PDF] Strategic Marketing Management, 8th Edition

Alexander Chernev - pdf download free book



Books Details:

Title: Strategic Marketing Managemen
Author: Alexander Chernev
Released:
Language:
Pages: 284
ISBN: 1936572192
ISBN13: 9781936572199
ASIN: 1936572192

[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

Description:

Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

- Title: Strategic Marketing Management, 8th Edition
 - Author: Alexander Chernev
 - Released:
 - Language:
 - Pages: 284
 - ISBN: 1936572192
 - ISBN13: 9781936572199
 - ASIN: 1936572192
-