

17e



Basic Marketing

A Marketing Strategy Planning Approach

William D. Perreault, Jr. Joseph P. Cannon E. Jerome McCarthy

Basic Marketing A Marketing Strategy Planning Approach 17th Edition

Jonathan R. Copulsky



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Basic Marketing William D. Perreault (Jr.), Joseph P. Cannon (Assistant professor of marketing), Edmund Jerome McCarthy, 2011

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Learning Aid for Use with Basic Marketing William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, 2006-10-01

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framework managerial orientation and strategy planning focus 16e builds upon its pioneering beginnings that introduced the four Ps to the introductory marketing course The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs Over many editions there has been constant change in marketing management and the marketing environment Some of the changes have been dramatic and others have been subtle As a result the authors have made ongoing changes to the text to reflect marketing s best practices and ideas Throughout all of these changes Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing Consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples and recent best practices This edition extends the strategy planning approach integrating concepts tightly with the marketing strategy planning model Buku Ajar Manajemen Pemasaran Aston Pakpahan,Noorjaya

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