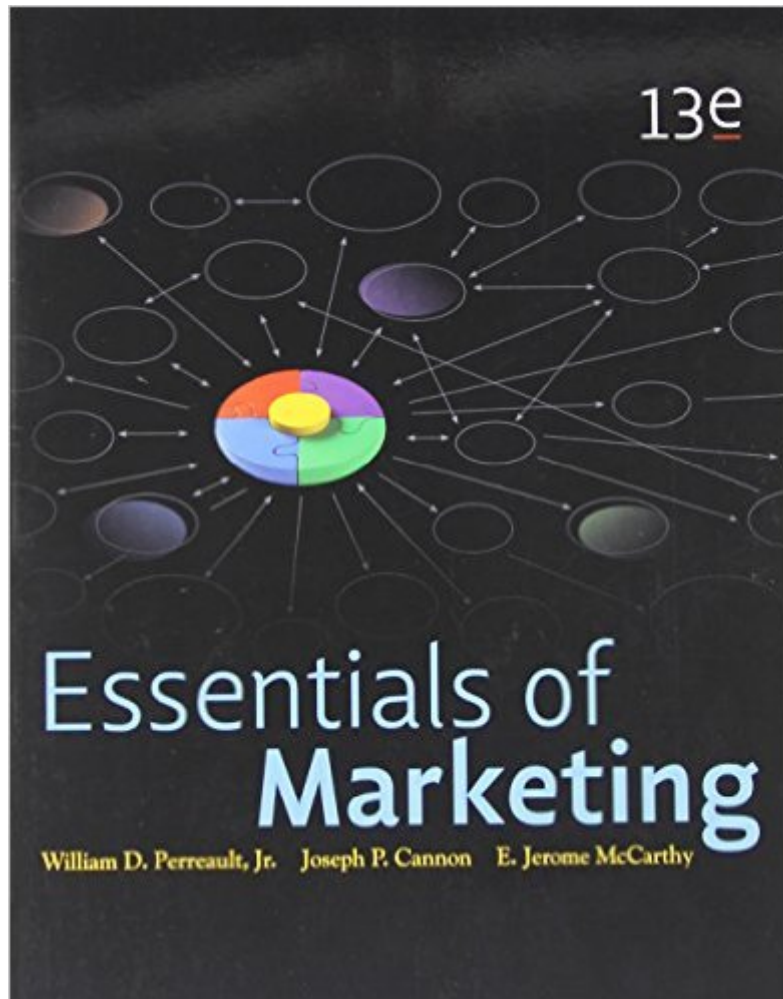


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Essentials Of Marketing, 13th Edition



Synopsis

This book is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Instructors and students can trust that this new edition of *Essentials of Marketing* 13e and all of the other teaching and learning materials that accompany it will satisfy every instructor and student's needs. Building on Pioneering Strengths This author team pioneered an innovative structure using the four Ps with a managerial approach for the introductory marketing course. It quickly became one of the most widely used business textbooks ever published because it organized the best ideas about marketing so that readers could both understand and apply them. The unifying focus of these ideas is on how to make the marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of *Basic Marketing* and *Essentials of Marketing*, there have been constant changes 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. What's different about *Essentials of Marketing*? The success of this franchise is not the result of a single strength or one long-lasting innovation. Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book. The text's four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. *Essentials of Marketing* teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and how-to-do-it techniques that relate to our overall framework for marketing strategy planning. Similarly, the *Marketing Plan Coach* on the text website helps students see how to create marketing plans. Taken together, these items speed the development of a marketing sense and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. As opposed to many other marketing text books, the authors emphasize careful integration of special topics. Some textbooks treat special topics like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, marketing ethics, social issues, and business-to-business marketing in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately

leads to an unfortunate compartmentalization of ideas. The comprehensive package of materials gives instructors the flexibility to teach marketing their way- or for the student, the ability to learn marketing their way.

Book Information

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Customer Reviews

I'm taking the class online. This book is really easy to read for someone lazy like me! It has great charts and ad examples. It's a great source of information and ideas for who ever is interested in learning about the marketing world around them.

This was the required book for an intro class. The book is so entirely self serving it was painful. I expect more from a college level reading. I am not a business major, and noticed some statements to be false, inaccurate, or missing in details. Perhaps it is cleared up in a later class and this book is used for concept building more than anything. There is a web portion that can be used including tests and a video series that does a good job at making you hate specific characters as everyone takes a polar stance on the issues. Grab this used and prepare for some easy A's!

Required reading in my UCLA Empowered program. Ordered Kindle version but will be ordering the hardcover because it is one of those books you must have in your personal library.

This book was required for an entry level Marketing class. I found the book very insightful and I

thoroughly enjoyed reading much of it. I've found myself going back and reading through the book for reference. I would highly recommend this book to anyone looking to gain a broader and more in-depth understanding of the basic principles of marketing.

Though it was really helpful to have a text book at cheaper price, delay on the other hand was not expected. But it's never fail, always late, it seem slower than United State postal service, and what could be worst than that. hope named this giant will work on that issue and make better and best services for all customer.

I was interested in the book, even at that high price, until I read the promotional copy about why I need the book, and "what is different about this book" stuff. Gibberish, corporate-speak, gave me no compelling reason to buy it...which is the heart of marketing. As the Shark Tank guys say..."For that reason I am out!"

I really liked the real time business examples and stories utilized in this book. It can be a bit dy but I recommend it for anyone interested in marketing.

I took a marketing class in the spring and this was the required book. It was easy to read and the authors didn't get too technical.

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