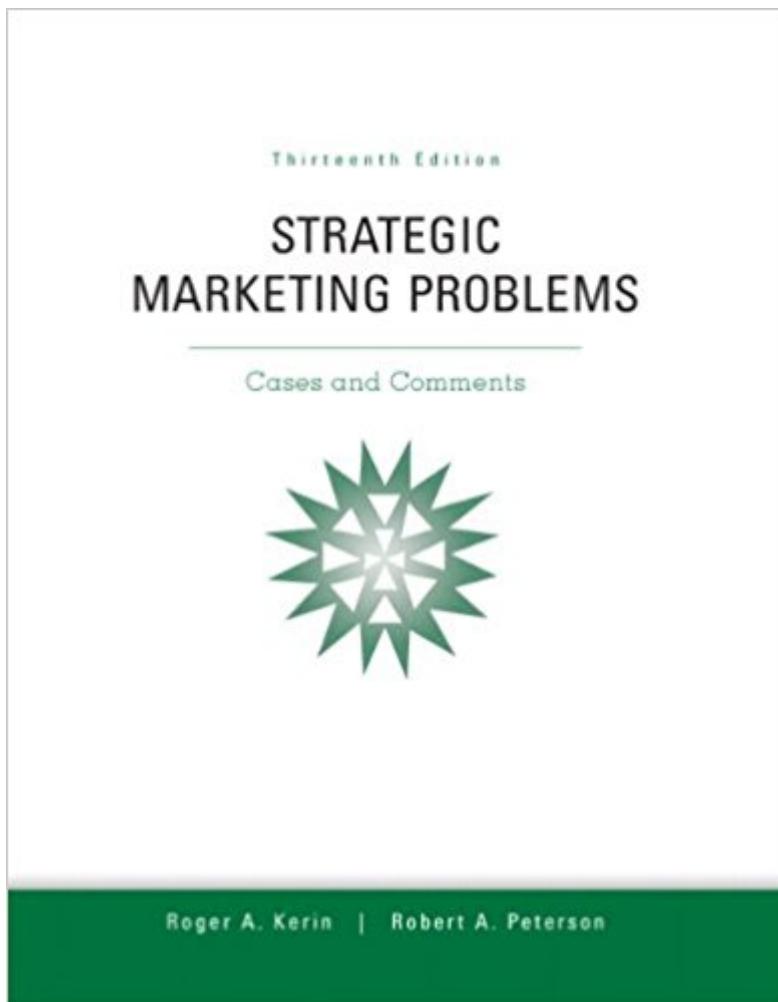


The book was found

Strategic Marketing Problems: Cases And Comments, 13th Edition



Synopsis

Strategic Marketing Problems: Cases and Comments balances the concepts and tools useful for solving marketing problems with numerous case studies that challenge readers to apply what they've learned.

Book Information

Hardcover: 729 pages

Publisher: Pearson; 13th edition (August 12, 2012)

Language: English

ISBN-10: 0132747251

ISBN-13: 978-0132747257

Product Dimensions: 8.7 x 1.3 x 11 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars 27 customer reviews

Best Sellers Rank: #21,259 in Books (See Top 100 in Books) #79 in Books > Textbooks > Business & Finance > Marketing #98 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #114 in Books > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

i received the book, it is perfect, high quality paper, as good as the hardcover one.

The book came in great condition. But the content is pretty bad. Every case we discussed from the book was poorly explained according to our professor.

The book is pretty much filled with real life cases, which is good as it presents you with real problems companies face. We're using it in applied marketing, so far it's good, can't complain.

This book is extremely helpful for anyone entering any segment of business, and especially for anyone looking to make business improvements or to start a business of their own. I will keep this book well after the course I bought it for is over.

Excellent cases. Used this for my M.B.A. advanced marketing strategy class and it really helped in applying marketing concepts and thinking about business issues...

Love the fact that the chapters aren't excessively long. The author gets straight to the point.

Brand new book, binding was falling apart from the moment I received it. Needed the book for a class, so I was forced to simply accept it the way it was.

Book is ripped from the cover

[Download to continue reading...](#)

Strategic Marketing Problems: Cases and Comments, 13th Edition Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Nautical Guest Book (Hardcover), Visitors Book, Guest Comments Book, Vacation Home Guest Book, Beach House Guest Book, Visitor Comments Book, Seaside ... House, Parties, Events & Functions by the Sea Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Prostate Problems Home Remedies, How To Fight Prostate Problems At Home, Get Rid Of Prostate Problems Fast!: Back On Track - Fighting Prostate Problems At Home Strategic Marketing Problems: International Edition Trademark and Unfair Competition Law: Cases and Comments, 7th (American Casebook Series) Administrative Law and Politics; Cases and Comments Constitutional Law: Cases Comments and Questions (American Casebook Series) Constitutional Law, Cases, Comments, and Questions: 2017 Supplement (American Casebook Series) Basic Criminal Procedure: Cases, Comments and Questions (American Casebook Series) Family Law: Cases, Comments and Questions, 7th (American Casebook Series) The First Amendment, Cases--Comments--Questions, 6th (American

Casebook Series) Modern Criminal Procedure, Cases, Comments, & Questions (American Casebook Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)