



Marketing Strategy: Text and Cases

O.C. Ferrell

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MARKETING STRATEGY 6th edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

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Stacie says

Finished my first MBA class: Marketing Strategy!

Theanhdth says

everyone that be learning MBA,
need to read it

Amanda J says

Used this text along with Cadotte's Marketplace game as part of my MBA program.
