



Marketing Strategy

O. C. Ferrell, George H. Lucas Jr, David J. Luck

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This book provides a practical, straightforward approach to planning, analyzing and implementing marketing strategies. With nearly 80% of the future marketing graduates going to work in small businesses or entrepreneurial organizations, this book/case book was written to address the challenges that marketing personnel will face in their developing careers, and takes a practical perspective to equip readers to understand the components of strategic marketing management. For those interested in just the marketing management and strategy concepts, the text is available without the cases to fit the course needs.

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