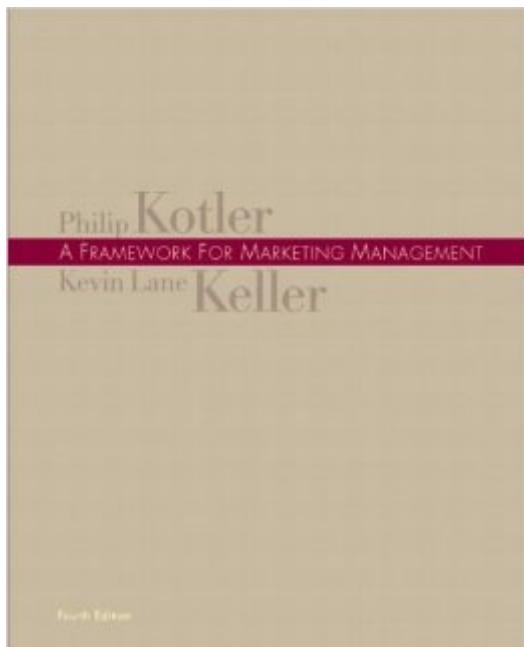


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# Framework For Marketing Management, A (4th Edition)



## **Synopsis**

Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but who want the flexibility to add outside cases, simulations, or projects. Development of marketing strategies, market demand and environments, creating customer value, analysis of consumer markets, market segmentation, brand loyalty, the Product Life Cycle, managing mass communication, and marketing management in the global economy. This text is for companies, groups, and individuals who want to adapt their marketing strategies and management to the marketplace of the twenty-first century.

## **Book Information**

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## **Customer Reviews**

This is a very good book for those that don't have a marketing background. It is relatively short and concise, which made it a quick read. It has most of what is in the larger book (the reference style book), but really does a good job of condensing the material. This is one that I will keep, as it acts like an 800 page reference book, just smaller.

If you're considering opening your own business or pursuing a career in marketing or advertising, this book is for you. It's a little tough to break into--the first chapters throw a lot of concepts at you quickly, but once past those it's easy to warm up to. It's not a big book, only 362 pages including the index and references. You'll find end notes for each chapter--very handy if you'd like to read the

source material to support any claims you make based on what you've learned in the book. This makes a great resource when you need to justify your methods or strategy to an employer or client.

My teacher during MBA did her PhD under Kotler. So she was kind of under the gun to make us use this book. Granted that Kotler is considered a god of marketing. But the book is too overpriced for the content, I would recommend buying only used copies that sell for less than \$10

This is an excellent textbook for a marketing program. If you are currently in a marketing program or are looking for one to teach a course with, this is definitely the one. Kotler and Keller are one of the authorities in marketing management. My school (Franklin University) used this book in the MCM 607 course for the MS in Marketing and Communications program. Enjoy!

It has good review material, with clear concepts. I decided to keep it for future references.

Could they just call it a marketing textbook? What is a "framework for marketing management" anyway? Please don't give me an answer, either you get it or I don't want to know how smart you think you are. This book is an example of defining a distinction where there is none. Marketing is marketing people! You get the basics of marketing from this book, and not much else. I bought it for a high level marketing class, but as far as the book goes it's the same stuff you find in a Marketing 101. Not a real surprise though, if you have nothing new just grind up the material and talk about nuances as if they really mattered. On a side note, anytime someone provides you a "framework" for something that's a clue that there is no actual answer to the question. Just like a lie detector machine, the fact that someone must be "trained" to interpret the data is a clue that the data is highly suspect to begin with. If it wasn't then a computer could interpret it. Think about it. I can talk to my phone and get answers from Google, yet it takes special training to interpret simple data?

My complaint with this book centers around the content you get for over \$100. Is it worth it? No. Frankly I don't see anything in this text that hasn't already been communicated better and for less money through other sources. While that tends to hold true for most college texts, it's particularly egregious in this case. Frankly, I'm sensitive to the irony of being forced to overpay for a marketing text.

The book covers vital marketing concepts, however it drones on like no other textbook I have ever

read. Read the book cover to cover and I would have to take off my socks to count the number of times I fell asleep in the process. Illustrates well with diagrams and examples, but this book actually succeeded in making me less interested in marketing.

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