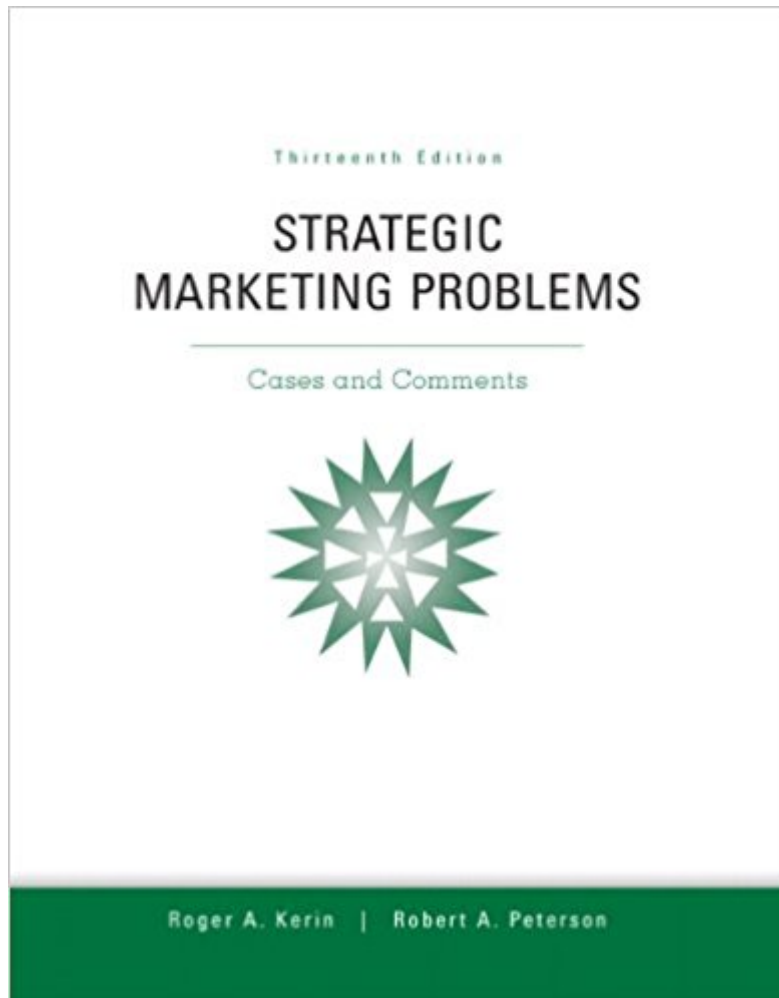




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Strategic Marketing Problems: Cases And Comments, 13th Edition



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 theyâ™ve learned.

Book Information

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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.

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