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Marketing Management, 6/e by Mullins, Walker and Boyd is specifically designed for courses in which decision-focused cases are an important element and/or where student projects, such as the development of a marketing plan, are assigned.

Coverage of New Technology. Chapter 14 has been extensively updated to bring to this edition the latest developments in Web-based marketing including new technologies like RSS feeds and other new wrinkles that have emerged in what's now loosely called Web 2.0. As the Web continues to evolve, keeping students (this is the easier part, as the changes are being led by their generation) and instructors (the more difficult part!) current on such developments is simply essential.

New Sequencing of Topics. We've moved our overview of the product life cycle and its strategic implications to Section Four, where it serves as the foundation for Chapters 15, which is devoted to the development of marketing strategies for the new economy. and 16, which examine marketing strategies for product-markets in different stages of development.