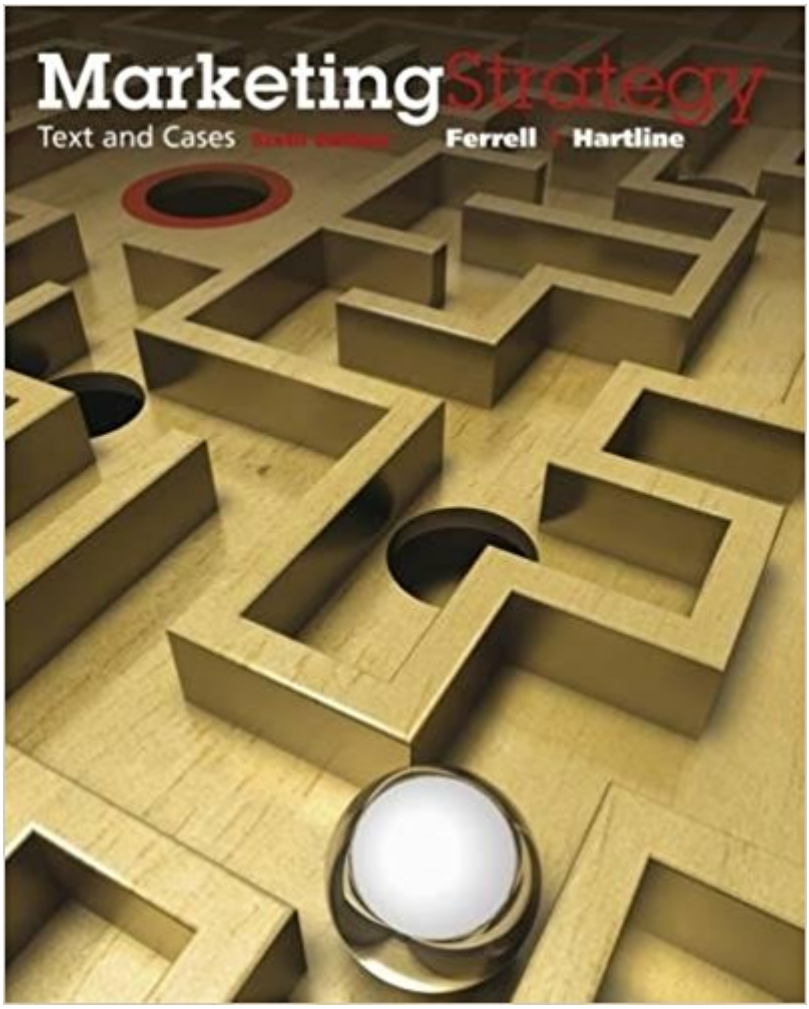
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Marketing Strategy, Text And Cases



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Synopsis

Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections http://gocengage.com/infotrac.

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Customer Reviews

O.C. Ferrell (Ph.D., Louisiana State University) is the James T. Pursell Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures, Auburn University. He served as the Distinguished Professor of Leadership and Ethics at Belmont University and University Distinguished Professor of Marketing in the Anderson School of Management at University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association

Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, and The Academy of Management Executive, as well as other journals. Business Ethics: Ethical Decision Making and Cases, co-authored with John Fraedrich and Linda Ferrell, is one of today's leading business ethics texts. Dr. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues.Michael D. Hartline (Ph.D., The University of Memphis) is Associate Dean for Strategic Initiatives and the Charles A. Bruning Professor of Business Administration in the College of Business at Florida State University, where he is responsible for external relations, executive education, and strategic programs. He also serves as Vice President of Development for the Academy of Marketing Science. Dr. Hartline primarily teaches graduate courses in Marketing Strategy and Corporate Affairs Management, as well as undergraduate courses in Services Marketing. He has won many teaching and research awards, made many presentations to industry and academic audiences, and co-chaired two international conferences. Dr. Hartline's research appears in the Journal of Marketing, the Journal of Service Research, the Journal of Business Research, and other outlets. He also coauthors Marketing Strategy, a widely used textbook. Dr. Hartline has served as a consultant to several for-profit and non-profit organizations in the areas of marketing plan development, market feasibility analysis, customer satisfaction measurement, customer service training, and pricing policy. He has also worked with Pfizer, Inc. in the corporate affairs, government relations, and philanthropy areas.

This was required reading for an MBA class. The necessary strategic marketing content is included. However, this text is not an overly effective delivery of the content. The authors are entirely too wordy. Every chapter includes droning examples of the covered subject I realize this is offered to help student receive some form of real-world insight. However, it feels like the authors just added a bunch of fluff to increase the size of the text. There is ample opportunity to use more bullet points that would make critical content stand out. Instead, the authors use a "beyond the pages" approach and exhibit boxes. The exhibit boxes are not that bad yet also include way to much information. The

exhibit boxes should be re-written to add only vital points to avoid cluttering the delivery and confusing students. I found the beyond the pages examples useless. They may be good stories (or not) yet are only helpful if your professor is testing you using that content.Overall, I suggest the above formatting and content changes. Again, the content is there and you an learn using this book. I just didn't like it.

Read this for an MBA class. It was pretty enjoyable. The case studies were the most interesting.I think the Marketing Plan section was a bit overdone for my taste but it was nothing if not comprehensive.I would recommend it for a marketing student

it is a text book, which I needed for a class I am taking. It arrived on time and was exactly as advertised.

The content of the book is good, but the number of typos is excessive, particularly given the cost of purchase.

Little beat up, but got here in time.

Great book! It really helped me broaden my view on how to strategize a marketing plan.

Very informative.

It is a good book, but you could easily use the 5th edition as it is almost identical

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