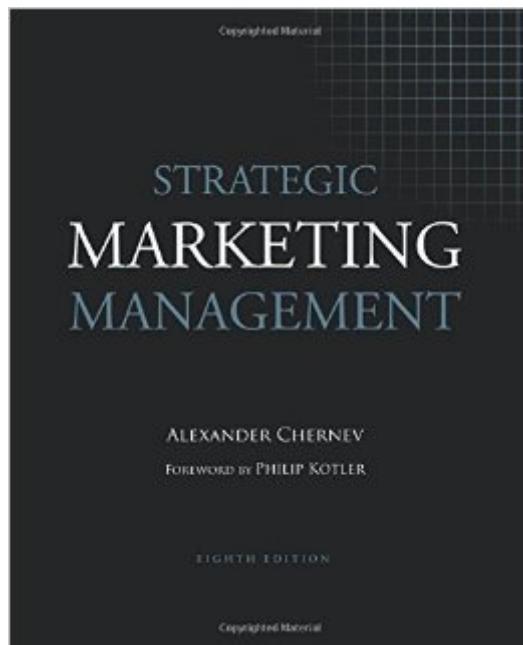


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Strategic Marketing Management, 8th Edition



Synopsis

Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

Book Information

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Customer Reviews

I reviewed the 6th edition of this book over 3 years ago, giving it 5 stars. This 8th edition - with important updates (not just to keep the publisher happy) - still merits a solid 5 stars in my view. As I originally wrote in reviewing the 6th edition, this is a worthwhile management handbook for any executive - marketing or otherwise - who wants to understand marketing without the hype. It focuses on the principles of marketing management - formulating, executing, and tuning strategy and tactics. It is all meat, and no fat, containing neither fluff nor 5-step "how to" formulas that are so disappointingly popular in marketing releases. Chernev's contribution to the field of marketing can be summed in neatly in one word: Frameworks. He takes abstract concepts and melds them together into sensible, structured frameworks that shows how the concepts and principles fits - and

work - together. It is a tight, well-organized work - now a heftier 265 pages. Chernev sees marketing as a structured, disciplined business function. He gets good marks for making his case. Distilling 40 years of marketing research and theory, the book crystallizes it into a presentable and logical format. It is not a quick or necessarily easy read: it has a decidedly academic bent, though those who enjoy Drucker and Porter will find it highly readable. It should serve any marketing practitioner well as a solid marketing handbook.

I've used Chernev's Strategic Marketing Management text in my MBA and EMBA classes for years now and find it the best book by far - and so do my students. The book not only introduces and explains all the important marketing concepts, but shows exactly how managers can make strategic marketing decisions by applying the frameworks. A friendly warning: the book is not an encyclopedia of everything everyone ever knew about marketing - however I think that's one of its strengths. The writing is clear and concise, and the chapters are structured around marketing decisions rather than marketing topics. The 8th edition contains some new and useful marketing workbooks.

Academic book. Very good for understand the branding core concepts. The paper quality is very bad. Is the cheapest paper that I have ever seen! The content 5 Stars. The paper 1 Star!

Excellent text without too much extraneous verbage like in Kotter or Ferrell.

Great book, excellent explanations, very concise

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