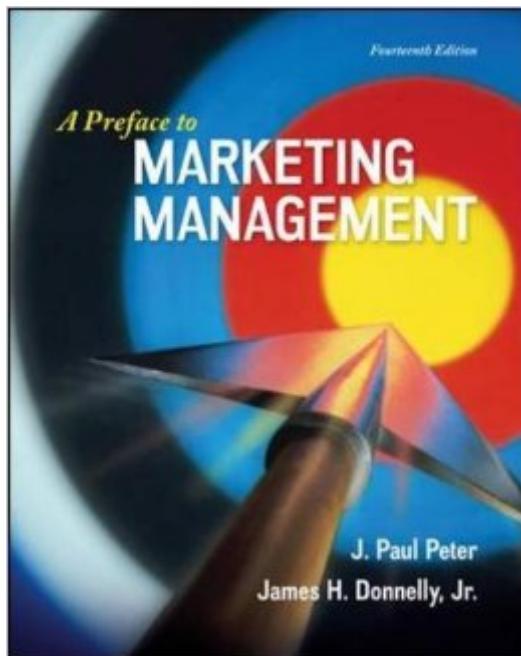


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# A Preface To Marketing Management



## **Synopsis**

Preface to Marketing Management, 14e, by Peter and Donnelly, is praised in the market for its clear and concise presentation of the basic principles of marketing in such a way that the core concepts and ideas are covered in sufficient depth to ensure understanding. By offering an engaging, clear, and conceptually sound text, this book has been able to maintain its position as a leading marketing management text. The fourteenth edition serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students. The text also works in courses that implement a cross-functional curriculum where the students are required to purchase several texts.

## **Book Information**

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## **Customer Reviews**

Textbook content is good, but eBook compatibility is poor. Can only be viewed on the PC Kindle app, not through the web viewer or phone app. If I'd have known it was so limited, I'd have purchased a physical book.

A good overview of the field of marketing. I've been in Market research for 35 years, before which I obtained a marketing degree. Good to be refreshed in the principles, terms and structures of marketing thinking.

The book came in almost perfect condition. Sometimes you find brand new books in the same state

as this one at the bookstores. Great purchase, very trustworthy.

This is one of my favorite text books. Needed it for marketing class. The examples made me look like a superstar at work.

Very expensive. Was surprised a paperback book comes at this high a price. I'd recommend buying used.

I purchased this book for an MBA class. Great prep book for Marketing!

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