

marketing management a strategic pdf

Strategic Marketing Management: Building a Foundation for Your Future¹ Allen F. Wysocki, Ferdinand F. Wirth, Derek Farnsworth, and Jennifer L. Clark² 1. This document is FE299, one of a series of the Food and Resource Economics Department, UF/IFAS Extension. Original publication date August 2001. Revised October 2015.

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Marketing management a strategic decision making approach

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Marketing Management: A Strategic Decision-Making Approach

Marketing Management's A Definition 13 Integrating Marketing Plans with the Company's Strategies and Resources 15 Market Opportunity Analysis 16 Formulating Strategic Marketing Programs 17 Formulating Strategic Marketing Programs for Specific Situations 18 Implementation and Control of the Marketing Program 19 The Marketing Plan's A Blueprint

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Strategic Marketing: An Introduction

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