

ESSENTIALS OF MARKETING MANAGEMENT

**GEOFF LANCASTER AND
LESTER MASSINGHAM**



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Essentials of Marketing Management

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs.

With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused teaching materials currently available. Providing a comprehensive overview of the principles and practice of marketing management, topics covered include:

- consumer and organizational buyer behaviour
- product and innovation strategies
- direct marketing
- e-marketing
- a companion website provides additional material for lecturers and students alike: www.routledge.com/textbooks/9780415553476.

Designed and written for business and management studies undergraduates, postgraduates and professional marketing management candidates, *Essentials of Marketing Management* builds on successful earlier editions to provide a solid foundation to understanding this core topic. End-of-chapter cases and an extensive companion website containing longer strategic cases and solutions provide additional support to students, making this an essential companion.

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Essentials of Marketing Management

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