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Descrizione fisica	1 online resource (505 pages) : illustrations, graphs, photographs
Collana	Pearson custom library
Disciplina	658.8
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Cover -- Contents -- Glossary.
Sommario/riassunto	For courses in marketing management or marketing strategy. A focus on how marketing performance, profitability, and strategies affect profit. Measuring performance and profitability in marketing is becoming more and more important in the business world. Best focuses on marketing performance, and profitability, and the role marketing strategies play in building the profits of a business. This edition further builds on the metrics and analytics focus, while incorporating the rise of technology in marketing.