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ISBN	3-030-66916-5
Edizione	[Fourth edition.]
Descrizione fisica	1 online resource (901 pages)
Collana	Springer texts in business and economics
Disciplina	658.8
Soggetti	Marketing - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and indexes.
Sommario/riassunto	This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth, revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross-functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The core and complex issues are presented in a simplified manner providing students with a stimulating learning experience that enables critical thinking, understanding and future application. Each chapter features a chapter summary, key terms, review and discussion questions and a practice quiz. Throughout the text there are also specific teaching features to provide students and instructors with an enhanced pedagogical experience. These features include: The Managers Corner: These sections provide real-world examples that instructors may highlight to exemplify theory or as mini-cases for discussion. Marketing in Action: These sections ask students to apply concepts and theories to actual business situations. Web Exercises: These mini sections provide students with real world issues and suggest websites for more information. In addition, the authors provide ancillary lecture notes and Solution/Instructors manual online to aid

instructors in their teaching activities.
