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Description:

Go beyond the basic concepts with a strategic focus and integration of IT and global perspectives.

Marketing Management reflects the dynamic environment inhabited by today's marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success.

The fourth edition features Ravi Dahr of Yale University—one of the world's leading scholars in

behavioral decision-making-as a new coauthor.

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