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Marketing Management A Strategic Decision-Making Approach ...

This 8th edition - with important updates (not just to keep the publisher happy) - still merits a solid 5 stars in my view. As I originally wrote in reviewing the 6th edition, this is a worthwhile management handbook for any executive - marketing or otherwise - who wants to understand marketing without the hype.

Amazon.com: Customer reviews: Strategic Marketing ...

New for the eighth edition: - Dynamic capabilities and resource renewal explored in a revised and updated chapter - Emergent strategy completely revised in two new chapters, one focusing on innovation, and technology and the other exploring knowledge and learning - New material on innovation and strategy in uncertain environments

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