

Managing Marketing



The newly qualified manager may well be equipped with the skills of the What of marketing and management, but not know the How. The practicing marketer is well served with guides on strategy, mainly of the four minute plan variety, but poorly served in terms of basic advice on implementing the strategy and plans. This book is therefore designed to give clear guidance in managing the marketing function as a practical entity and allowing the new marketer to grasp how the theory can be applied to the job. Written by practitioners who are also active in the marketing education and training sectors it gives the reader a clear overview of- *How the key areas of marketing knowledge can be made operationally effective*How to make marketing practical and measurable*A huge range of examples and vignettes illustrating best practice*A truly international perspectiveThe book will be an invaluable toolkit for the newly qualified and newly appointed marketer trying to apply their knowledge of the theory

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