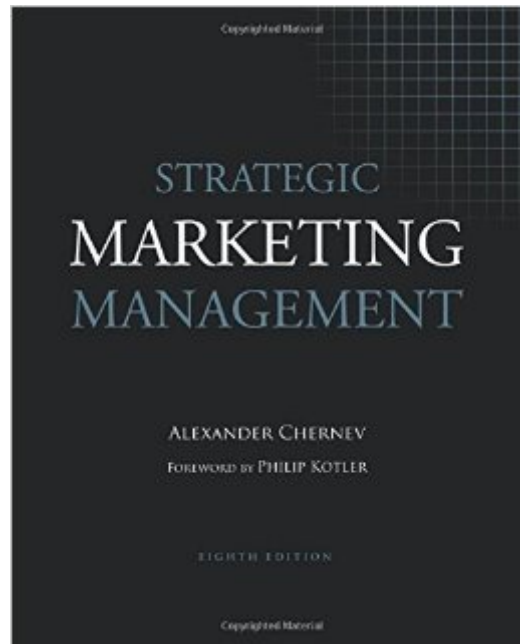


The book was found

Strategic Marketing Management, 8th Edition



Synopsis

Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

Book Information

Paperback: 284 pages

Publisher: Cerebellum Press; 8 edition (June 15, 2014)

Language: English

ISBN-10: 1936572192

ISBN-13: 978-1936572199

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #12,439 in Books (See Top 100 in Books) #20 in [Books > Textbooks >](#)

[Business & Finance > Marketing](#) #50 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#) #58 in [Books > Business & Money > Management & Leadership > Systems & Planning](#)

Customer Reviews

I reviewed the 6th edition of this book over 3 years ago, giving it 5 stars. 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. It focuses on the principles of marketing management - formulating, executing, and tuning strategy and tactics. It is all meat, and no fat, containing neither fluff nor 5-step "how to" formulas that are so disappointingly popular in marketing releases. Chernev's contribution to the field of marketing can be summed up neatly in one word: Frameworks. He takes abstract concepts and melds them together into sensible, structured frameworks that shows how the concepts and principles fit - and

work - together. It is a tight, well-organized work - now a hefty 265 pages. Chernev sees marketing as a structured, disciplined business function. He gets good marks for making his case. Distilling 40 years of marketing research and theory, the book crystallizes it into a presentable and logical format. It is not a quick or necessarily easy read: it has a decidedly academic bent, though those who enjoy Drucker and Porter will find it highly readable. It should serve any marketing practitioner well as a solid marketing handbook.

I've used Chernev's Strategic Marketing Management text in my MBA and EMBA classes for years now and find it the best book by far - and so do my students. The book not only introduces and explains all the important marketing concepts, but shows exactly how managers can make strategic marketing decisions by applying the frameworks. A friendly warning: the book is not an encyclopedia of everything everyone ever knew about marketing - however I think that's one of its strengths. The writing is clear and concise, and the chapters are structured around marketing decisions rather than marketing topics. The 8th edition contains some new and useful marketing workbooks.

Academic book. Very good for understanding the branding core concepts. The paper quality is very bad. Is the cheapest paper that I have ever seen! The content 5 Stars. The paper 1 Star!

Excellent text without too much extraneous verbiage like in Kotler or Ferrell.

Great book, excellent explanations, very concise

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Strategic Marketing Management, 8th Edition Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve

Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) Global Marketing Management (8th Edition) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM)

[Dmca](#)