

Basic marketing A managerial approach

McCarthy, E. Jerome

Note: This is not the actual book cover

Basic Marketing A Managerial Approach

**William D. Perreault, Stanley J.
Shapiro, E. Jerome McCarthy, Lindsay N.
Meredith, Lynne Ricker**

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Basic Marketing 17e builds on the foundation pillars of previous editions the four Ps framework managerial orientation and strategy planning focus The Perreault franchise was the pioneer of the four Ps in the introductory marketing course The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs Over many editions there has been constant change in marketing management and the marketing environment Some of the changes have been dramatic and others have been subtle As a result the authors have made ongoing changes to the text to reflect marketing s best practices and ideas Throughout all of these changes Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing Consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples and recent best practices This edition extends the strategy planning approach integrating concepts tightly with the marketing strategy planning model *Learning Aid to Accompany Basic Marketing* Edmund Jerome McCarthy,Andrew A. Brogowicz,1981 Basic Marketing ,1971 Basic Marketing Edmund Jerome McCarthy,1984 Basic marketing E. Jerome MacCarthy,William D. Perrault,1987 **Basic Marketing** Edmund Jerome McCarthy,John F. Grashof,William D. Perreault,1979 *Basic Marketing* Edmund Jerome McCarthy,1971 Basic marketing Eugene Jerome McCarthy,1975

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Basic Marketing provides students with a solid marketing principles foundation in a strategic planning framework Strategic marketing planning is about determining how to satisfy customers in a superior manner This text is well known for pioneering an innovative structure the four Ps Product Place Promotion Price with a managerial approach The unifying theme presented in Basic Marketing is on how to make the marketing decisions that a manager makes in order to determine what customers to focus on and how to best meet their needs The strengths of this text are the four P s framework managerial orientation and strategic marketing planning focus These strengths have proven to be the foundation pillars for supporting new developments in marketing

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