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This book considers marketing management within the overall corporate system of business policy-making, strategic planning and the implementation and control of effective plans. The information requirements of marketing management are highlighted and the

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marketing information system concept is developed within the framework of managerial information systems. In the chapters which deal with the elements of the marketing 'mix', the interrelated nature of these variables is emphasized. The book illustrates how the successful marketing manager can master each

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‘weapon’ in the marketing ‘armoury’ and how (s)he can integrate those weapons to achieve the right mix for each product. The accent on integrated marketing continues in the final section where differentiated marketing is presented as an integrative framework and where the systematic control of marketing operations

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is described. This book is for students who will one day be managers: its emphasis is therefore on what is possible in marketing management and the most effective means by which marketing objectives can be attained.

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