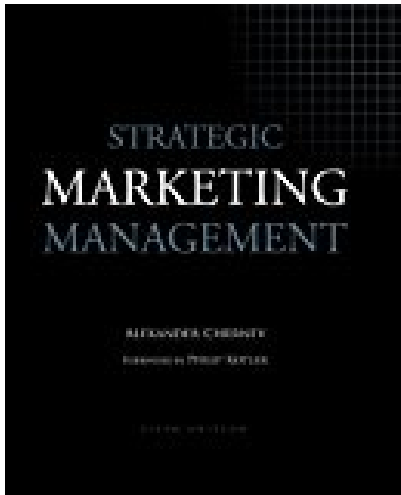


# Strategic Marketing Management 6th Edition

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## BOOK DETAILS

- Author : Alexander Chernev
- Pages : 220 Pages
- Publisher : Cerebellum Press
- Language : English
- ISBN : 1936572001



## BOOK SYNOPSIS

This resource offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, this book is an essential tool for understanding the logic and the key aspects of the marketing process. For managers and consultants, it presents a conceptual framework that will help develop a strategy for day-to-day decisions.

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