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The case selection in this book reflects a broad overview of

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contemporary marketing problems and applications. One half of the cases are dated since 2000. Of the 43 cases included, 30 deal with consumer products and services and 13 have a business-to-business marketing orientation. Ten cases introduce marketing issues in the international arena.

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The ninth edition of Strategic Marketing Problems: Cases and Comments seeks a balance between marketing management content and process. The book consists of 11 chapters and 42 cases. Chapter 1, "Foundations of Strategic Marketing Management," provides an overview of the strategic marketing management process.

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As you have read, many of these problems are not due to the lack of financial resources, but for lack of planning, knowledge, in many cases of interest in learning new things. Today, with the online world at your fingertips, you have no excuse for ignoring marketing as a key strategy for selling more.

10 common marketing challenges or problems that most

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Prospects who aren't ready to buy – or who are “sitting on the fence” – tend to be resistant to even well-crafted marketing messages. But a bunch of well aimed marketing case studies can often tip the scales in your favour. “Sell benefits, not features” is good advice, but benefit-rich copy can actually deter prospects who haven't reached the decision stage yet.

22 Marketing Case Study Examples (With Template)

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Strategic Marketing Problems by Robert Peterson and Roger ...

Strategic marketing problems : cases and comments: 1.
Strategic marketing problems : cases and comments. by Roger A Kerin; Robert A Peterson Print book: English. 2017. Fourteenth edition : Upper Saddle River : Pearson 2. Strategic marketing problems : cases and comments: 2.

Formats and Editions of Strategic marketing problems ...

The hand-off from marketing to sales can be smooth and seamless, or it can seem 'thrown over the fence' or, worst case, it can become a black hole for your hard-won qualified leads. The approach to enable and support this critical function to be more strategic and complement your customer experience can be achieved in four key steps. 1.

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