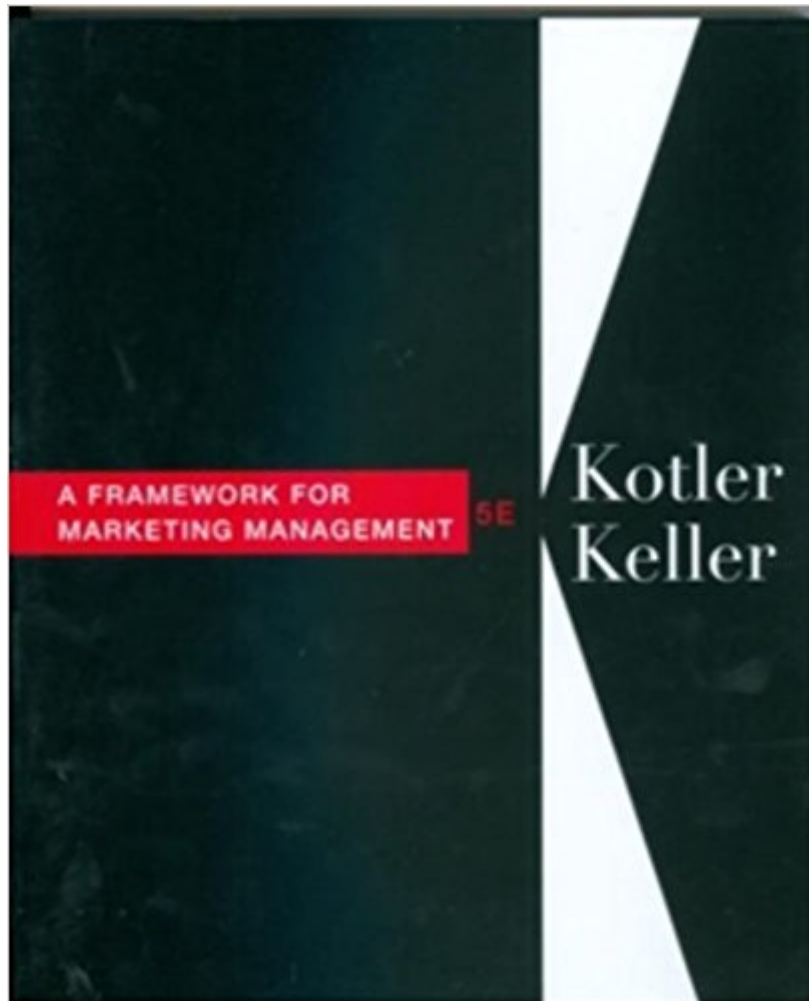




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Framework For Marketing Management (5th Edition)



Synopsis

Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but the want the flexibility to add outside cases, simulations, or projects.

Book Information

Paperback: 360 pages

Publisher: Pearson; 5 edition (March 3, 2011)

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Average Customer Review: 3.4 out of 5 stars 74 customer reviews

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Customer Reviews

Overall, I didn't like this text. It is a couple of years old for the fifth edition, so it is a bit dated with regards to blogs and social media. The problem isn't really the content though. The "framework" part of the title is spot-on. The problem is that the framework is all there is. It comes across as a firehose of jargon, and as someone who had never taken a marketing class, it was a little much. (As an aside, is it just me, or is a bunch of marketing just social science poorly understood and badly applied?) The big thing for me is that there were too few examples, so the terms and ideas just became an unceasing flow of one thing after another. No context for the terms made for harder understanding of the concepts.

While, on one hand, this book is logically organized to present the given information, it presents it as drily as possible, with very few examples to help color understanding. It is torture to try to get through it. Fortunately, it's for an MBA class that I already know most of the material of from working in marketing. If this was new material to me, I think I would really have a hard time using this book

as a learning tool. Also, you will be shocked at how small it is. \$125-ish for this little, boring book is criminal.

When I ordered the book I was told it was a teachers sample edition, but should be nearly identical. Just to CYA I ordered the regular book as well and the only difference was a small section of "ordering" information for classrooms. Book is well written but EXTREMELY small print. Made for a difficult read just for effort. Relatively easy to follow and laid out systemically. The folks I ordered both from were good folks, and I enjoyed working with them.

I've had to buy a few marketing textbooks for college and most of them give too many examples of marketing campaigns and not enough thoroughly researched ideas. Yes, this book is dense and yes, it is not a book you can sit down and read in one sitting. It's chocked full of marketing ideas and I find it funny that people think this book is boring. Boring? it's a marketing book for college! It wasn't written to be entertaining but it will teach you a lot.

Brutally academic. Used this book in my Master's marketing class and it was NOT a true-to-life depiction of what to expect in the marketing world. Had little relevance outside of the classroom and was littered in typos and run-on sentences. This book was written to brainlessly make money, not teach a modern classroom or future business owners.

It was in good shape, however, pages were missing. They were torn out so well you can't tell they are missing until you are reading the chapter and notice the paragraph makes no sense so you look and notice the page numbers skip.

As a Graduate student in an MBA program my focus has been in financial and sales. Not having any experience with marketing put me at a disadvantage. This text managed to cover all aspects of this subject in an effective way and also provide real world examples. A good read. Regards.

Item came on time and in good condition however, I received a totally different version of the book (indian version) where a number of chapters differ. So item not as seen in picture

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