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# Essential Readings In Marketing (Marketing Science Institute (MSI))



## Synopsis

A collection of abstracts of over 200 award-winning papers in marketing with chapter introductions by the editors. Abstracts are organized by research topic: innovation, brand equity, marketing metrics, managing relationships with customers and organizations, the role of marketing, research tools, marketing mix, customer insight, and strategy.

## Book Information

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Leigh McAlister holds the H.E. Hartfelder/The Southland Corporation Regents Chair for Effective Business Leadership at the University of Texas at Austin, Ruth N. Bolton holds the W.P. Carey Chair in Marketing at the W.P. Carey School of Business, Arizona State University. Ross Rizley is Research Director of the Marketing Science Institute.

Clear, insightful and enlightening, this book creates a clear picture of the research and educational needs for the next generation of marketing research and educational development. Considering that so many areas of marketing are waiting to be illuminated, this book provides a much needed guide to the frontiers. Less a map, than a call to action, this is the starting line.

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