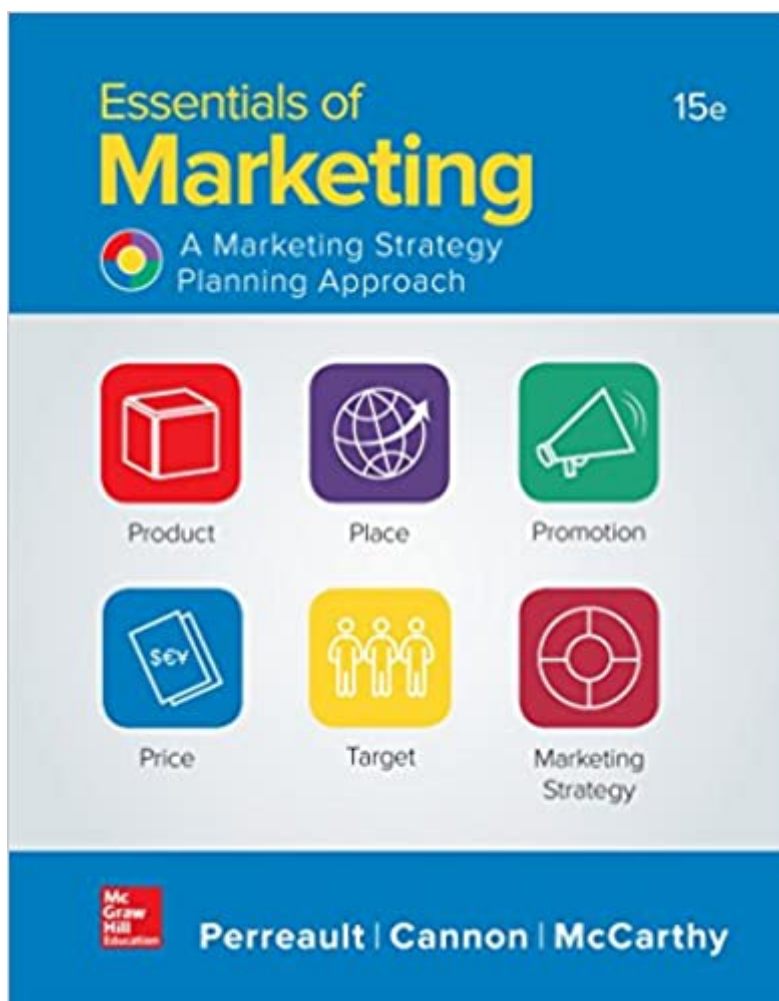


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Essentials Of Marketing- LOOSELEAF - Standalone Book



Synopsis

Marketing's pillar "Four Ps" framework was first introduced by Jerome McCarthy in the 1960s. Its managerial orientation and practical "How-To-Do-It" strategy planning approach continues with this newest 15th edition of *Essentials of Marketing: A Marketing Strategy Planning Approach*. *Essentials of Marketing* prepares students for success by teaching skills through examples, explanations, frameworks, models, classification systems, cases, and practical "how-to" techniques geared toward increasing analytical abilities and helping students figure out how to do a superior job of satisfying customers. Special topics like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, ethics, social issues, and business-to-business marketing are integrated throughout.

Book Information

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Customer Reviews

Joseph P. Cannon is a Dean's Distinguished Teaching Fellow and professor of marketing at Colorado State University. He has also taught at the University of North Carolina, Emory University, Instituto de Empresa (Madrid, Spain), INSEAD (Fontainebleau, France), and Thammasat University (Bangkok, Thailand). He has received several teaching awards and the N. Preston Davis Award for Instructional Innovation. Dr. Cannon's research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Operations Management*, *Journal of Personal Selling and Sales Management*, *Journal of Public Policy and Marketing*, *Antitrust Bulletin*, and the *Academy of Management Review*, among others. He is a two-time recipient of the Louis W. and Rhona L. Stern Award for high-impact research on

interorganizational issues. He has also written numerous teaching cases. Dr. Cannon has served on the editorial review boards of the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Operations Management, Journal of Personal Selling and Sales Management, and Journal of Marketing Education. The Journal of Marketing has honored Dr. Cannon with several distinguished reviewer awards. He served as chair of the American Marketing Association's Interorganizational Special Interest Group (IOSIG). Before entering academics, Dr. Cannon worked in sales and marketing for Eastman Kodak Company.

William D. Perreault, Jr., is Kenan Professor of Business Emeritus at the University of North Carolina. Dr. Perreault is the recipient of the two most prestigious awards in his field: the American Marketing Association Distinguished Educator Award and the Academy of Marketing Science Outstanding Educator Award. He was also selected for the Churchill Award, which honors career impact on marketing research. He was editor of the Journal of Marketing Research and has been on the review board of the Journal of Marketing and other journals. The Decision Sciences Institute has recognized Dr. Perreault for innovations in marketing education, and at UNC he has received several awards for teaching excellence. His books include two other widely used texts: Basic Marketing and The Marketing Game!

Dr. Perreault is a past president of the American Marketing Association Academic Council, served as chair of an advisory committee to the U.S. Census Bureau, and served as a trustee of the Marketing Science Institute. He has also worked as a consultant to organizations that range from GE and IBM to the Federal Trade Commission.

Marketing lost one of its pioneers when E. Jerome "Jerry" McCarthy passed away at his home in East Lansing, Michigan in 2015. After earning a Ph.D. at the University of Minnesota, McCarthy joined the faculty at Notre Dame and became a Fellow in the prestigious Ford Foundation Program at Harvard, an experience that focused on how to make marketing management practice more rigorous and shaped his thoughts on the needs of students and educators. Jerry spent most of his career at Michigan State University, gaining a reputation for working with passion and purpose. Jerry received the AMA's Trailblazer Award in 1987 and was voted one of the "top five" leaders in marketing thought by marketing educators. Jerry was well known for his innovative teaching materials and texts, including Basic Marketing and Essentials of Marketing. These books changed the way marketing was taught by taking a managerial point of view. He also introduced a marketing strategy planning framework, organizing marketing decisions around the "4Ps" - product, place, promotion, and price. As these approaches became the standard in other texts, McCarthy continued to innovate, including new materials in the digital realm. Today's marketing instructors owe a great debt to this innovative pioneer.

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