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Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance— marketing management— is a core business activity.

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Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and “how-to-do-it” techniques that relate to our overall framework for marketing strategy planning.

### **Essentials of Marketing: Amazon.co.uk: Perreault, Jr ...**

Marketing management A management function designed to satisfy customer needs through the process of analysis, planning, implementation and control  
Marketing mix a term coined by Neil Borden that includes the four Ps and segmentation, targeting and positioning

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