



## Marketing Management: A Strategic Decision - Making Approach (Seventh Edition)

By John Mullins, Orville C. Walker

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The eighth edition of *Marketing Management: A Strategic Decision-Making Approach*, concentrates on marketing decision-making, rather than mere description of marketing phenomena. By providing specific tools and decision frameworks, it prepares its readers to hit the ground running and contribute tangibly to the marketing efforts of firms large and small. Drawing on its authors' wealth of entrepreneurial and executive experience, along with their thought-leading research, the book provides an abundance of real-life examples of marketing decisions – both good and not-so-good – from around the world. The conceptual model of quality strategic management of marketing activities includes the following elements: strategic architecture, strategic organization, strategic audit, each is considered in terms of information, functional, methodological, organizational and economic aspects. The implementation of this model will enhance the effectiveness of strategic management of enterprise marketing activities and ensure their long-term competitiveness. Conceptual-categorical apparatus is supplemented by such definitions: strategic management of marketing activity control that directs the activities of Marketing Management: A Strategic Decision-Making Approach [Mullins, John, Walker, Orville] on Amazon.com. \*FREE\* shipping on qualifying offers. *Marketing Management: A Strategic Decision-Making Approach*. He is also co-author of *Marketing Management: A Strategic Decision-Making Approach*, 5th edition. His recent trade book, *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan*, is the definitive work on the assessment and shaping of market opportunities. Orville C. Walker, Jr. *Marketing management. A strategic decision-making approach*. Eighth edition. John w. Mullins. Associate Professor of Management Practice in Marketing and Entrepreneurship London Business School. ORVILLE. C. Market-Oriented Management 35 Does Being Market-Oriented Pay? 35 Factors That Mediate Marketing's Strategic Role 36. Three Levels of Strategy: Similar Components, 39. but Different Issues. *Strategy: A Definition* 39 The Components of Strategy 39 The Hierarchy of Strategies 40 Corporate Strategy 40. vii. VIII.