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He is also the former vice president of development for the Academy of Marketing Science. Dr. Hartline has won numerous teaching and research awards, has taught M.B.A. courses in marketing strategy and corporate reputation management and has taught undergraduate courses in services marketing and retailing.

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Marketing Strategy, 4th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2008. Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 4th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2008.

Michael D. Hartline, Ph.D. - Florida State University

Ferrell & Hartline (2005), Marketing Strategy (3rd Edition). Thompson South-Western. Optional Textbook : Pride & Ferrell (2006), Marketing (13th Edition), ISBN 0-618-47446-3 (looseleaf - lower price) or 0-618-47445-5 (hardbound). Other Materials :

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The book aims to provide a comprehensive, holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide. Demanding and savvy customers along with a turbulent marketing environment, require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage. In response to these issues, the proposed manuscript covers the themes of planning, implementing and controlling marketing activities, which will provide guidance to marketers and non-marketer alike, in undertaking a marketing plan. The latest research findings in the marketing area are included. This book is written for marketing students and it is the intention of the authors to make this manuscript as basic, straightforward and to the point as possible. Business practitioners will also find this book useful.

Strategic Marketing: planning and control covers contemporary issues by exploring current developments in marketing theory and practice including the concept of a market-led orientation and a resource/asset-based approach to internal analysis and planning. The text provides a synthesis of key strategic marketing concepts in a concise and comprehensive way, and is tightly written to accommodate the reading time pressures on students. The material is highly exam focused and has been class tested and refined. Completely revised and updated, the second edition of Strategic Marketing: planning and control includes chapters on 'competitive intelligence', 'strategy formulation' and 'strategic implementation'. The final chapter, featuring mini case studies, has been thoroughly revised with new and up to date case material.

This book gives readers an understanding of the factors that shape the marketing decisions of managers who operate in African economies. It brings together fifteen African cases written by scholars and executives with rich knowledge of business practices in Africa. By combining theoretical insights with practical information from the cases, the reader is introduced to issues relating to

marketing strategy formulation, managerial actions in designing and implementing marketing decisions, as well as the operational contexts within which these actions are taken. The book is essential reading for both undergraduate and graduate students in marketing, international strategy and international business who require an understanding of African business.

New edition of a text that provides a practical approach to analyzing, planning and implementing marketing strategies, with a focus upon the creative process involved in applying the knowledge and concepts to the development and implementing of ideas. The core of the planning framework is the organi

Seminar paper from the year 2018 in the subject Business economics - Offline Marketing and Online Marketing, University of applied sciences, Düsseldorf, language: English, abstract: The objective of this assignment is to develop a formal marketing plan for the launch of the new product "Amazon Echo". It includes a review on the theory and approaches of a marketing plan along with concrete practical implications as a whole package to provide meaningful indications for concrete marketing activities based on marketing analysis in order to achieve the strategic objectives of the company regarding the new product. The first chapter focusses on the theoretical background of marketing and tries to define the best strategy possible for that project. In a next step, the profile of the company, amazon, is analysed, before, in, a a fourth step, a related strategic plan for the marketing of the amazon echo is developed. In doing so, special focus is put on the aspects of marketing mix and further strategic analysis. Finally, this works ends by giving a short overview over the findings.

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