



Strategic Marketing Problems: Cases and Comments

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Strategic Marketing Problems Cases And Comments

Kerin Roger



Strategic Marketing Problems Cases And Comments:

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Kerin, Robert Peterson, 2013-11-06 For undergraduate and graduate marketing strategy courses A comprehensive practice driven approach to developing decision making skills in marketing Decision making in marketing is first and foremost a skill And since all skills are learned through practice *Strategic Marketing Problems Cases and Comments* balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they've learned This edition features a new chapter on marketing channel and supply chain strategy and management and ten new cases **Test Bank for Kerin and Peterson** Steven W. Hartley, Roger A. Kerin, Robert Allen Peterson, 1993

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