

Marketing: Theory and Practice (Macmillan Series in Marketing Management)



This new edition of Michael Bakers popular text again starts from the premise that the development of marketing depends on the integration of theory and practice and that if marketing is to achieve the transition from art to applied science, it must establish a sound theoretical foundation in its own right. The book has been thoroughly updated to take account of new developments and many new contributions from leading marketing academics have been added including 13 entirely new chapters covering areas such as relationship marketing, marketing and Eastern Europe and Market Segmentation. The book will be useful to students at undergraduate and MBA level seeking a thorough understanding of the development of marketing theory and practice. It makes an excellent follow-up to Michael Bakers Marketing: An Introduction. Review of the previous edition: for the student at undergraduate and postgraduate level, this book must become the standard reference to rival or replace Kotler, not least because it avoids any American bias and is a great deal less expensive - International Journal of Advertising

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