



Marketing Management: The Big Picture

Christie L. Nordhielm

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Now in its second edition, this engaging book provides readers with a set of tools that will enable them to attack marketing problems and find innovative solutions. It presents an integrated framework that is designed to help them analyze, prioritize, and then solve these problems. With this "Big Picture" approach, they'll gain a better understanding of how they affect and are affected by the decisions that are made. This leads to stronger, more effective marketing in the long run.

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