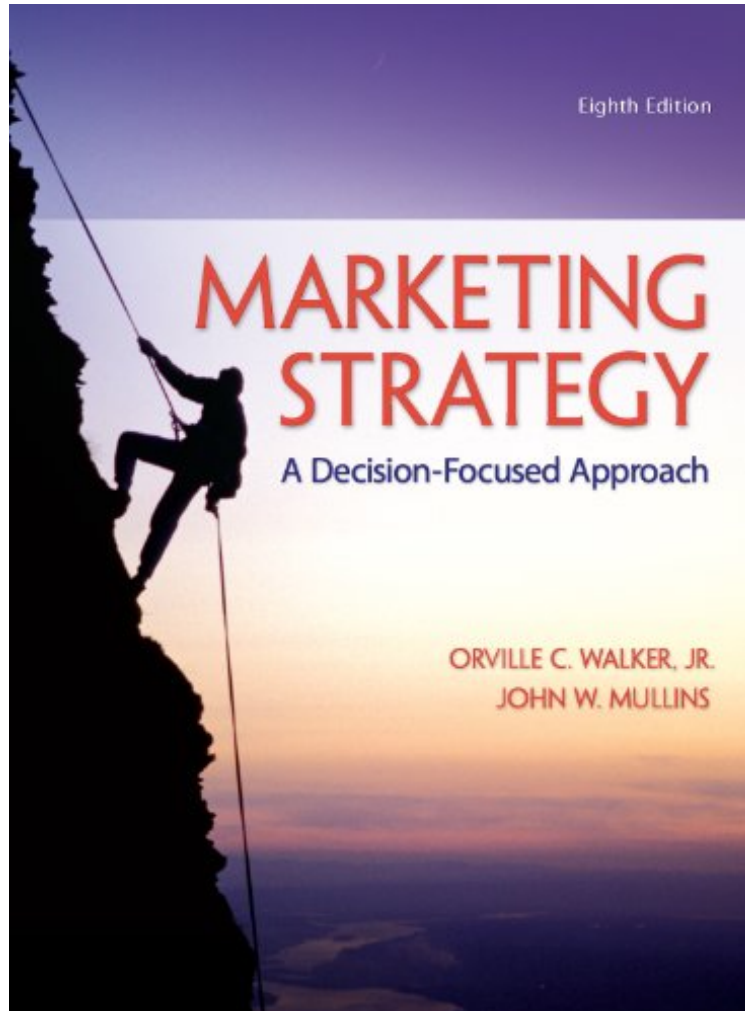


(Ebook pdf) Marketing Strategy: A Decision-Focused Approach, 8th edition

## Marketing Strategy: A Decision-Focused Approach, 8th edition

*John Mullins, Orville Walker*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#553699 in eBooks 2013-01-01 2013-01-01 File Name: B00DC869VG | File size: 40.Mb

**John Mullins, Orville Walker : Marketing Strategy: A Decision-Focused Approach, 8th edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Strategy: A Decision-Focused Approach, 8th edition:

0 of 0 people found the following review helpful. Books for college at a great priceBy THE CHAMPGreat book for college. Did the job and I was able to sell this back for a great price.0 of 0 people found the following review helpful. Four StarsBy CarynGreat product0 of 0 people found the following review helpful. and had an excellent rental priceBy Taylor GitlinCame as advertised, and had an excellent rental price. Used this book for an MBA level course and was very pleased with the price, product, and time length for the rental.

Marketing Strategy, 8e is a focused, succinct text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic

planning process and marketing's cross/inter-functional relationships. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The eighth edition helps students integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

**About the Author**  
**John W. Mullins** John Mullins is Associate Professor of Management Practice at London Business School, where he heads the entrepreneurship group. He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota. An award-winning teacher, John brings to his teaching and research 20 years of executive experience in high-growth firms, including two ventures he founded, one of which he took public. Since becoming a business school professor in 1992, John has published more than 30 articles in a variety of outlets, including Harvard Business Review, the Journal of Product Innovation Management, and the Journal of Business Venturing. His research has won national and international awards from the Marketing Science Institute, the American Marketing Association, and the Richard D. Irwin Foundation. 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.** Orville C. Walker, Jr. is Professor Emeritus in the University of Minnesota's Carlson School of Management, where he served until recently as the James D. Watkins Professor of Marketing and Director of the PhD Program. He holds a Master's degree in social psychology from the Ohio State University and a PhD in marketing from the University of Wisconsin-Madison. Orville is the co-author of three books and has published more than 50 research articles in scholarly and business journals. He has won several awards for his research, including the Orville C. Dell award from the Journal of Marketing Research, the Maynard award from the Journal of Marketing, and a lifetime achievement award from the Sales Management Interest Group of the American Marketing Association. Orville has been a consultant to a number of business firms and not-for-profit organisations, and he has taught in executive development programs around the world, including programs in Poland, Switzerland, Scotland and Hong Kong. Perhaps his biggest business challenge, however, is attempting to turn a profit as the owner-manager of a small vineyard in western Wisconsin.