

Marketing Management: Text and Cases

By Michael R. Czinkota, Masaaki Kotabe, David Mercer

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The world of marketing is rapidly evolving, and Michael Czinkota, Masaaki Kotabe, and David Mercer provide this marketing management textbook to meet the changes. It gives students an applied approach to understanding today's worldwide marketing environment. Whether covering marketing concepts, corporate activities or research, the authors draw on their own broad international exposure to give the text a consistent global perspective. They also integrate major emphasis on technology that is permitting intensive and successful marketing interaction with customers, including the emerging opportunities on the information superhighway. The book provides a research and theory orientation drawing on work from the US, Europe, and Japan. This approach not only brings leading-edge knowledge to students, but also encourages them to delve more deeply into the subjects that most interest them. The authors' background in public policy and ongoing work with government agencies enables them to discuss in depth how firms need to closely interact with governments and the legal frameworks that are expressions of society's expectations and demands. Key features include: 10 extended cases from the University of Western Ontario and the authors' own experiences with actual companies in actual global business situations; marketing audits in each chapter that encourage students to apply important concepts and theory to real-world business situations; highlights the importance of information technology to marketing practice - looking toward the emerging opportunities on the information superhighway in Chapter 15, "The Future of Marketing"; a discussion of the marketing function broadly, including the marketing of services and non-profit organizations, as well as important social issues - diversity, ethics, privacy, and the environment. Available supplements include: an "Instructor's Manual", with teaching plans, discussion guidelines, test questions (short essay, long essay, and multiple choice); "Colour Transparencies"; and a "Computerized Test Bank" for Windows.

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