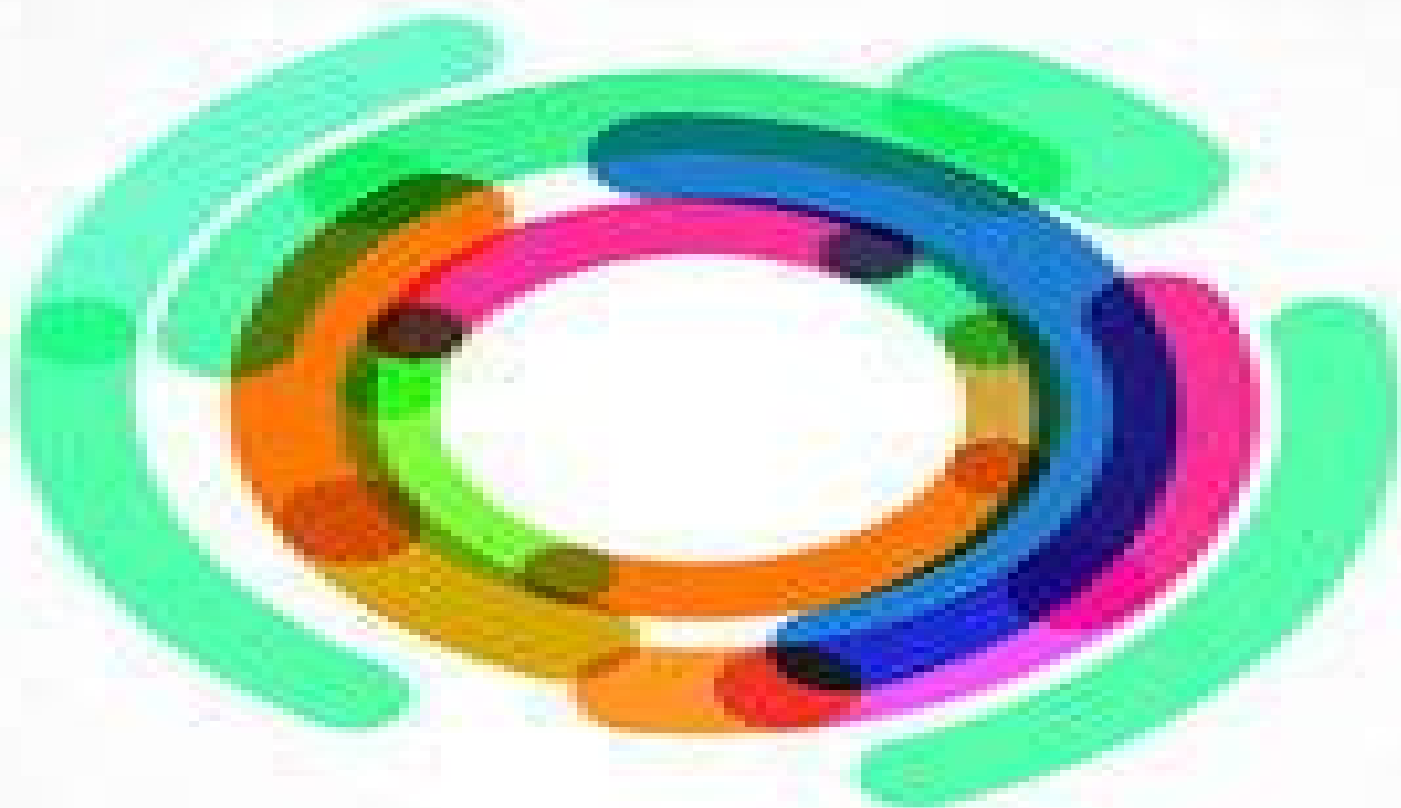


ESSENTIALS OF MARKETING MANAGEMENT

GEOFF LANCASTER AND LESTER MASSINGHAM



SECOND EDITION

Essentials Of Marketing Management Book

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Muthukrishnaveni**

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strategy to advanced techniques in sales management e commerce and performance metrics In addition to traditional marketing principles the book emphasizes the importance of leadership team building and HRM in fostering a successful marketing team It also highlights the significance of aligning marketing efforts with overall business goals ensuring that marketing strategies drive long term growth Overall this book is a must read for anyone seeking a comprehensive up to date guide to marketing management *Essentials of Marketing Management* ,2021 Marketing Essentials Philip Kotler,1984

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