



Strategic Marketing Management, 9th Edition

Alexander Chernev

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Strategic Marketing Management (9th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book presents a comprehensive framework for developing sound marketing strategies that guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established enterprises, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

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