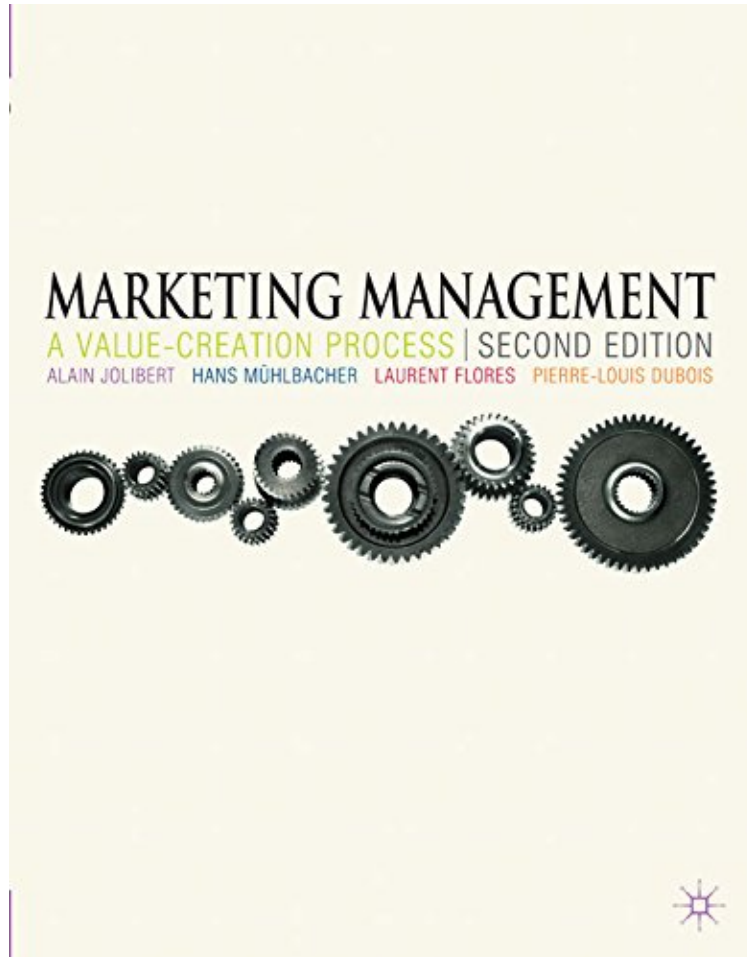


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## Marketing Management: A Value-Creation Process

*Alain Jolibert, Hans Mühlbacher, Laurent Flores, Pierre-Louis Dubois*

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Marketing Management challenges the traditional view of marketing as a function, considering it instead as a series of processes pervading the entire organization and involving most personnel as part-time marketers. The authors argue that every company or institution must manage four main processes: strategic positioning, market intelligence, value creation and value generation. Adopting a global approach, the book focuses on value creation and introduces students to the tools of the marketing mix in a process oriented manner. New to this edition:- New coverage of technology applications and developments and B2B marketing- Consistent focus on value creation throughout- More examples to illustrate theory- Enhanced pedagogy including long case studies and exercises in every chapter With its unique

approach and international coverage, this book is essential reading for advanced undergraduate and postgraduate students of Marketing Management and will also appeal to MBA and other post-experience students.

"With its central focus on value creation and competitive positioning, this book is a welcome addition to the growing literature on marketing management which sees marketing as a process rather than simply a business function. Backing up the principles discussed with a clear tool kit of techniques to aid implementation, together with a wealth of up to date examples, it will be of immense use to students and marketing practitioners alike." mdash; Professor Graham Hooley, former Senior Pro Vice Chancellor, Aston University, UK "Marketing Management is a comprehensive text book covering an impressive variety of both, substantive and methodological facets in this field. Its structure and use of tables, figures, spotlights and toolboxes make it special in comparison with alternative text books. I recommend the book in particular for Master level courses targeted at an intercultural audience." mdash; Udo Wagner, University of Vienna, Austria "This textbook is a very rich and highly recommendable source for master students to learn in detail about all facets in marketing." mdash; Bernd Skiera, University of Frankfurt, Germany