



# Marketing Management: A Strategic Decision-Making Approach (Irwin Marketing)

By John Mullins, Orville Walker

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## Marketing Management: A Strategic Decision-Making Approach (Irwin Marketing) By John Mullins, Orville Walker

The eighth edition of *Marketing Management: A Strategic Decision-Making Approach*, concentrates on marketing *decision-making*, rather than mere description of marketing phenomena. By providing specific tools and decision frameworks, it prepares its readers to hit the ground running and contribute tangibly to the marketing efforts of firms large and small.

Drawing on its authors' wealth of entrepreneurial and executive experience, along with their thought-leading research, the book provides an abundance of real-life examples of marketing decisions – both good and not-so-good – from around the world in companies ranging from entrepreneurial start-ups to multi-national giants.

This edition continues to be the most current and internet-savvy book available, injecting the latest developments in internet-based communication and distribution technology into every chapter.

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- Sales Rank: #102503 in Books
- Brand: Brand: McGraw-Hill/Irwin
- Published on: 2012-01-31
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x .90" w x 8.10" l, 2.20 pounds
- Binding: Paperback
- 576 pages

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### **Editorial Review**

#### **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 O'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.

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