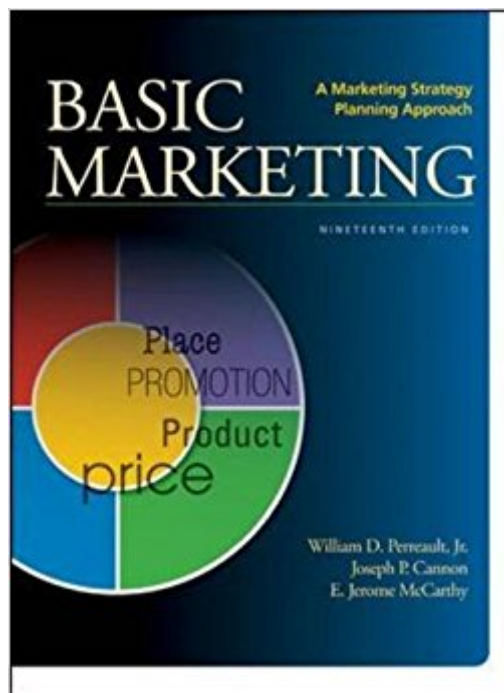




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# BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing)



## Synopsis

Built on a strong foundation, Basic Marketing 19e provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the four Ps; in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent best practices, and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

## Book Information

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## Customer Reviews

Marketing lost one of its pioneers when E. Jerome McCarthy passed away at his home in East Lansing, Michigan in 2015. After earning a Ph.D. at the University of Minnesota, McCarthy joined the faculty at Notre Dame and became a Fellow in the prestigious Ford Foundation Program at Harvard, an experience that focused on how to make marketing management practice more rigorous and shaped his thoughts on the needs of students and educators. Jerry spent most of his career at Michigan State University, gaining a reputation for working with passion and purpose. Jerry received the AMA's Trailblazer Award in 1987 and was voted one of the "top five" leaders in marketing thought by marketing educators. Jerry was well known for his

innovative teaching materials and texts, including Basic Marketing and Essentials of Marketing. These books changed the way marketing was taught by taking a managerial point of view. He also introduced a marketing strategy planning framework, organizing marketing decisions around the “4Ps” – product, place, promotion, and price. As these approaches became the standard in other texts, McCarthy continued to innovate, including new materials in the digital realm. Today’s marketing instructors owe a great debt to this innovative pioneer. William D. Perreault, Jr., is Kenan Professor of Business Emeritus at the University of North Carolina. Dr. Perreault is the recipient of the two most prestigious awards in his field: the American Marketing Association Distinguished Educator Award and the Academy of Marketing Science Outstanding Educator Award. He was also selected for the Churchill Award, which honors career impact on marketing research. He was editor of the Journal of Marketing Research and has been on the review board of the Journal of Marketing and other journals. The Decision Sciences Institute has recognized Dr. Perreault for innovations in marketing education, and at UNC he has received several awards for teaching excellence. His books include two other widely used texts: Basic Marketing and The Marketing Game! Dr. Perreault is a past president of the American Marketing Association Academic Council, served as chair of an advisory committee to the U.S. Census Bureau, and served as a trustee of the Marketing Science Institute. He has also worked as a consultant to organizations that range from GE and IBM to the Federal Trade Commission. Joseph P. Cannon is a Distinguished Teaching Fellow and professor of marketing at Colorado State University. He has also taught at the University of North Carolina, Emory University, Instituto de Empresa (Madrid, Spain), INSEAD (Fontainebleau, France), and Thammasat University (Bangkok, Thailand). He has received several teaching awards and the N. Preston Davis Award for Instructional Innovation. Dr. Cannon’s research has been published in the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Operations Management, Journal of Personal Selling and Sales Management, Journal of Public Policy and Marketing, Antitrust Bulletin, and the Academy of Management Review, among others. He is a two-time recipient of the Louis W. and Rhona L. Stern Award for high-impact research on interorganizational issues. He has also written numerous teaching cases. Dr. Cannon has served on the editorial review boards of the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Operations Management, Journal of Personal Selling and Sales Management, and Journal of Marketing Education. The Journal of Marketing has honored Dr. Cannon with several distinguished reviewer awards. He served as chair of the American Marketing Association’s Interorganizational Special Interest Group (IOSIG). Before entering

academics, Dr. Cannon worked in sales and marketing for Eastman Kodak Company.

Good book to have for your business, especially new in the business world. The price was right. It has a lot of good information and is good reading. I would recommend it to others, not just college student, but new business owners as well. I hope this helps the next buyer.

Already seems outdated but it covers a wide range of marketing topics and informs to a pretty good extent in an engaging way.

Got it for school.... wish I could have rented it though. :/

Needed this for school. Exact book. No complaints

required for school , saved money by renting for semester course...thx

none

As a student, I thoroughly enjoyed this book. It's easy-to-read, personable, and clearly defines key terms. The figures help as a quick reference guide for studying important concepts. I wish there was an eBook version.

This book was easy to read and follow. My course is finished now and I found I was able to easily follow along and grab the concepts because of this book.

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