



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.

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