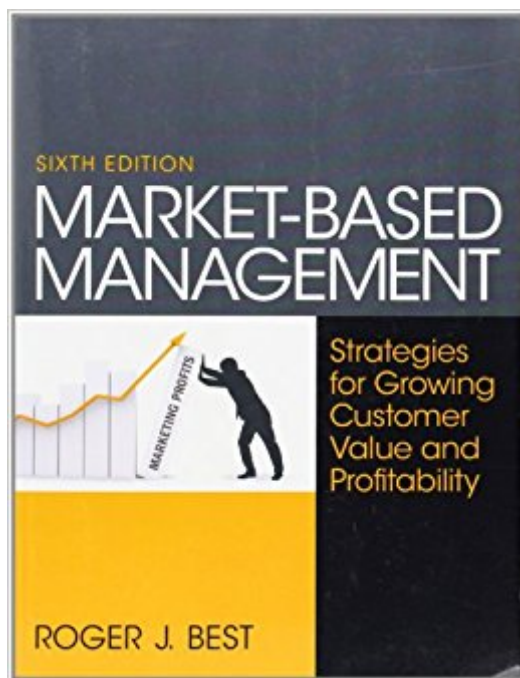


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Market-Based Management (6th Edition)



Synopsis

Measuring performance and profitability in marketing is becoming more and more important in the business world. Best focuses on marketing performance, and profitability, and the role marketing strategies play in building the profits of a business. This edition further builds on the metrics and analytics focus, while incorporating the rise of technology in marketing.

Book Information

Paperback: 576 pages

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Average Customer Review: 3.8 out of 5 stars 49 customer reviews

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Customer Reviews

The delivery is fantastic, within three business days, and a practically very good book arrived. And our professor found some inconsistent figures in the table. Or maybe there are right ways of gaining the result we cannot figure out. I love the idea of introducing the relatively objective mathematical modeling into the market analysis and decision making. Although I am wondering how accurate this perspective would be, since market are made up of multiple incalculable variables, I would definitely try and test them to find out. I would recommend this book to those who would like to learn some preliminary market research methodology from the perspective of maths. It is already a wonderful endeavor.

Market based management walks the reader through the basic foundations of marketing. Each chapter takes the reader through examples and explanations of these foundational principals. Although the text is clear, it feels like it is written by an accountant rather than by someone who writes for a living. This kindle version was disappointing with ye number of restrictions. Only my iPad was able to read it, and features like dictation were disabled. For the cost, rent or

reselling is a better option.

This was labeled as "Used-Good" and I paid for what I expected to be Good quality. I wasn't expecting great quality or new. The spine is torn and the entire cover of the book is "sticky". It is disgusting. No way I would consider this to be in good condition.

This is a very pricey book for an MBA course of mine. It's got great concepts and a very quantitative method for evaluating marketing, which is great because when marketing programs are the first to get cut in the budget, it's nice to have proof of how effective they are. The author also has a compatible website with additional tools for marketing. Still, I think that the book is really dense with not enough real-world examples. Also, the graphs alluded to on one page are found on a different page, which makes it difficult to follow along (sometimes graphs are in the future, and others they have already been shown). His methods are great in theory, but a lot of them would be impossible to configure in real life. For example, when does anyone truly know the true market attractiveness score? It's an estimate, at best. Great start, though. I hope that the 6th edition is a little better organized...

Well organized/structured and to the point text book. A lot of information in an easy to understand format. Not many text books do it much better.

very good book. very understandable. the only problem I see out of this is that I received a damaged one :/

Rental book cover has heavy usage and first page of book was crinkled up. Book doesn't have writing in it but does show much usage for a rental.

I am about to start an MBA program in the fall and this was a great book on marketing to get me up to speed and feel as though I can succeed and also contribute in my upcoming marketing classes. The writing is great and easy to comprehend and Best gives good basic examples of concepts throughout the book. I would highly recommend this book to anyone interested in learning more about marketing.

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