



Marketing Management: Knowledge and Skills

J. Paul Peter, James H. Donnelly Jr.

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Marketing Management: Knowledge and Skills, 7/e, by Peter and Donnelly, serves an overview for critical issues in marketing management. The text strives to enhance knowledge of marketing management and advance student skills so they can develop and maintain successful marketing strategies. The text does this through comprehensive text chapters that analyze that marketing process and gives students the foundation needed for success in marketing management and through 45 cases (16 of them new, many others updated) that go beyond traditional marketing principles and focus on the role of marketing in cross-functional business and organization strategies.

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