



# Marketing Strategy: A Decision Focused Approach (McGraw-Hill/Irwin Series in Marketing)

*Orville Walker, John Mullins, Jr., Harper Boyd*

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Marketing Strategy 5/e is a flexible, short, paper-back text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This book helps the student integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy.

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