



The Portable MBA in Marketing

Charles D. Schewe, Alexander Hiam

Download now

[Click here](#) if your download doesn't start automatically

The Portable MBA in Marketing

Charles D. Schewe, Alexander Hiam

The Portable MBA in Marketing Charles D. Schewe, Alexander Hiam

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune—the customer. *The Portable MBA in Marketing*, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations.

This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

Witty, well-written, and packed with plenty of new real-world examples, *The Portable MBA in Marketing*, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, *The Portable MBA in Marketing*, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level.

The Portable MBA Series

The Portable MBA, with over 350,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's **Portable MBA Series** now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

SERIES TITLES: Core Curriculum

- The Portable MBA, Third Edition
- The Portable MBA in Economics
- The Portable MBA in Entrepreneurship, Second Edition
- The Portable MBA in Finance and Accounting, Second Edition
- The Portable MBA in Investment
- The Portable MBA in Management
- The Portable MBA in Marketing, Second Edition

- The Portable MBA in Strategy

Vital Business Topics

- Real-Time Strategy
- New Product Development
- Total Quality Management, Second Edition
- Psychology for Leaders
- Market-Driven Management

Also Available

The Portable MBA Desk Reference

The Portable MBA in Entrepreneurship Case Studies

Praise for *The Portable MBA in Marketing, Second Edition*

"I'm really 'gung-ho' about this book. If you follow its advice, your customers will become your 'raving fans.' Everyone needs to understand and apply these essential principles to attract and retain delighted customers."

—**Ken Blanchard**, author of the bestseller *The One Minute Manager*

"Helps you keep your eye on the all-important marketing ball. Infused with turbocharged examples and the latest cutting-edge concepts. . . . [You'll learn] winning strategies and actions that will propel you successfully well beyond the millennium. This fully revised book will do wonders to improve your marketing game!"

—**Scott H. Creelman**, Executive Vice President Spalding Sports Worldwide

 [Download The Portable MBA in Marketing ...pdf](#)

 [Read Online The Portable MBA in Marketing ...pdf](#)

Download and Read Free Online The Portable MBA in Marketing Charles D. Schewe, Alexander Hiam

From reader reviews:

Bryan Smith:

As people who live in the particular modest era should be up-date about what going on or details even knowledge to make all of them keep up with the era that is certainly always change and progress. Some of you maybe can update themselves by examining books. It is a good choice for you personally but the problems coming to you is you don't know which one you should start with. This The Portable MBA in Marketing is our recommendation to help you keep up with the world. Why, because book serves what you want and need in this era.

Virginia Mack:

Do you one among people who can't read pleasurable if the sentence chained from the straightway, hold on guys this specific aren't like that. This The Portable MBA in Marketing book is readable by you who hate those perfect word style. You will find the details here are arrange for enjoyable studying experience without leaving even decrease the knowledge that want to deliver to you. The writer associated with The Portable MBA in Marketing content conveys the thought easily to understand by most people. The printed and e-book are not different in the information but it just different such as it. So , do you even now thinking The Portable MBA in Marketing is not loveable to be your top record reading book?

Roger Hodge:

Your reading 6th sense will not betray anyone, why because this The Portable MBA in Marketing e-book written by well-known writer who really knows well how to make book that could be understand by anyone who also read the book. Written inside good manner for you, leaking every ideas and creating skill only for eliminate your own hunger then you still doubt The Portable MBA in Marketing as good book not merely by the cover but also through the content. This is one reserve that can break don't ascertain book by its include, so do you still needing an additional sixth sense to pick this specific!?! Oh come on your reading sixth sense already told you so why you have to listening to yet another sixth sense.

Garry Brown:

Beside this kind of The Portable MBA in Marketing in your phone, it could give you a way to get more close to the new knowledge or facts. The information and the knowledge you will got here is fresh from your oven so don't end up being worry if you feel like an old people live in narrow village. It is good thing to have The Portable MBA in Marketing because this book offers for your requirements readable information. Do you at times have book but you would not get what it's interesting features of. Oh come on, that will not end up to happen if you have this in the hand. The Enjoyable option here cannot be questionable, including treasuring beautiful island. Techniques you still want to miss this? Find this book along with read it from today!

**Download and Read Online The Portable MBA in Marketing
Charles D. Schewe, Alexander Hiam #BZPNKTAFC0**

Read The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam for online ebook

The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam books to read online.

Online The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam ebook PDF download

The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam Doc

The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam Mobipocket

The Portable MBA in Marketing by Charles D. Schewe, Alexander Hiam EPub