



The Portable MBA in Marketing

By Charles D. Schewe, Alexander Hiam

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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.

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Editorial Review

From the Inside Flap

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About the Author

CHARLES D. SCHEWE, PhD, advises clients including Kellogg, IBM, RJR Nabisco, Coca-Cola, and Procter & Gamble on strategic planning, marketing research, and how to appeal to America's aging marketplace. He is a principal at Lifestage Matrix Marketing and a full professor at the University of Massachusetts at Amherst. He has authored ten books and more than fifty articles on marketing.

ALEXANDER HIAM has worked as a marketing manager and currently provides consulting, training, and research services to clients such as General Motors, Whirlpool, and The Vermont Country Store. He is the author of a dozen books, including *Marketing for Dummies*, *The Vest-Pocket Marketer*, and *The Entrepreneur's Complete Sourcebook*.

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