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This accessible overview helps learners master the basic principles and practices of modern marketing in an enjoyable and practical way. Its coverage balances upon three essential pillars—(1) theory and concepts; (2) practices and applications; and (3) effective learning tools. A four-part organization details topics under the headings of: understanding marketing and the marketing management process, assessing opportunities in a dynamic marketing environment, developing marketing strategy and the marketing mix, and extending marketing. For individuals interested in taking an intriguing, discovery-filled journey to the business of marketing—in sales forces, retailing, advertising, research, or any other

Esta obra, dirigida a estudiantes, ejecutivos y empresarios que deseen conocer y poner en pr á ctica los principales conceptos del marketing, contiene los resultados de la amplia experiencia acad é mica, investigadora y empresarial de los autores acerca de este tema clave para el é xito de cualquier organizaci ó n. Presenta cu á l es el rol del marketing en las organizaciones contempor á neas, su papel en el mercado, y la vinculaci ó n con los deseos y necesidades de los clientes para desarrollar productos y servicios que los satisfagan y contribuyan con la rentabilidad de la empresa. Gracias a la presentaci ó n de casos y ejemplos, la obra se constituye en una ventana hacia la realidad de las empresas, pues ilustra alternativas y posibles soluciones a las situaciones a las que d í a a d í a se enfrentan quienes se est á n preparando para desempe ñ arse en el mundo empresarial o ya est á n involucrados en este como empresarios emprendedores.