

Strategic Marketing Management Alexander Chernev

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Strategic Marketing Management: The Framework is a streamlined marketing management and marketing strategy textbook. An abridged version of Strategic Marketing Management: Theory and Practice, this book focuses on the core marketing frameworks, principles, and concepts. It features fewer chapters, which are also slightly shorter and do not include marketing insights sections following each chapter.

Strategic Marketing Management: The Framework - AChernev

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Strategic Marketing Management, 9th Edition: Author: Chernev, Alexander: Contributor: Kotler, Philip: Publisher: Cerebellum Press, 2018: ISBN: 1936572184, 9781936572182: Length: 296 pages: Subjects

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Overview This course offers a strategic perspective of marketing management, focusing on the process of developing a marketing strategy and designing an optimal marketing mix to carry out the chosen strategy. Specifically, this course aims to: - introduce the key elements of marketing strategy

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Strategic Brand Management - a book by Alexander Chernev

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an expert in marketing strategy, brand management and consumer behavior. Dr. Chernev holds a Ph.D. in psychology and a second Ph.D. in business administration from Duke University.

Alexander Chernev - Professor of Marketing, Kellogg School ...

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science.

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Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science.

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In addition to research and teaching, Dr. Chernev is an Academic Trustee of the Marketing Science Institute and advises companies around the world on issues of marketing strategy, brand management,...

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Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area editor for the Journal of Marketing and serves on the editorial boards of...