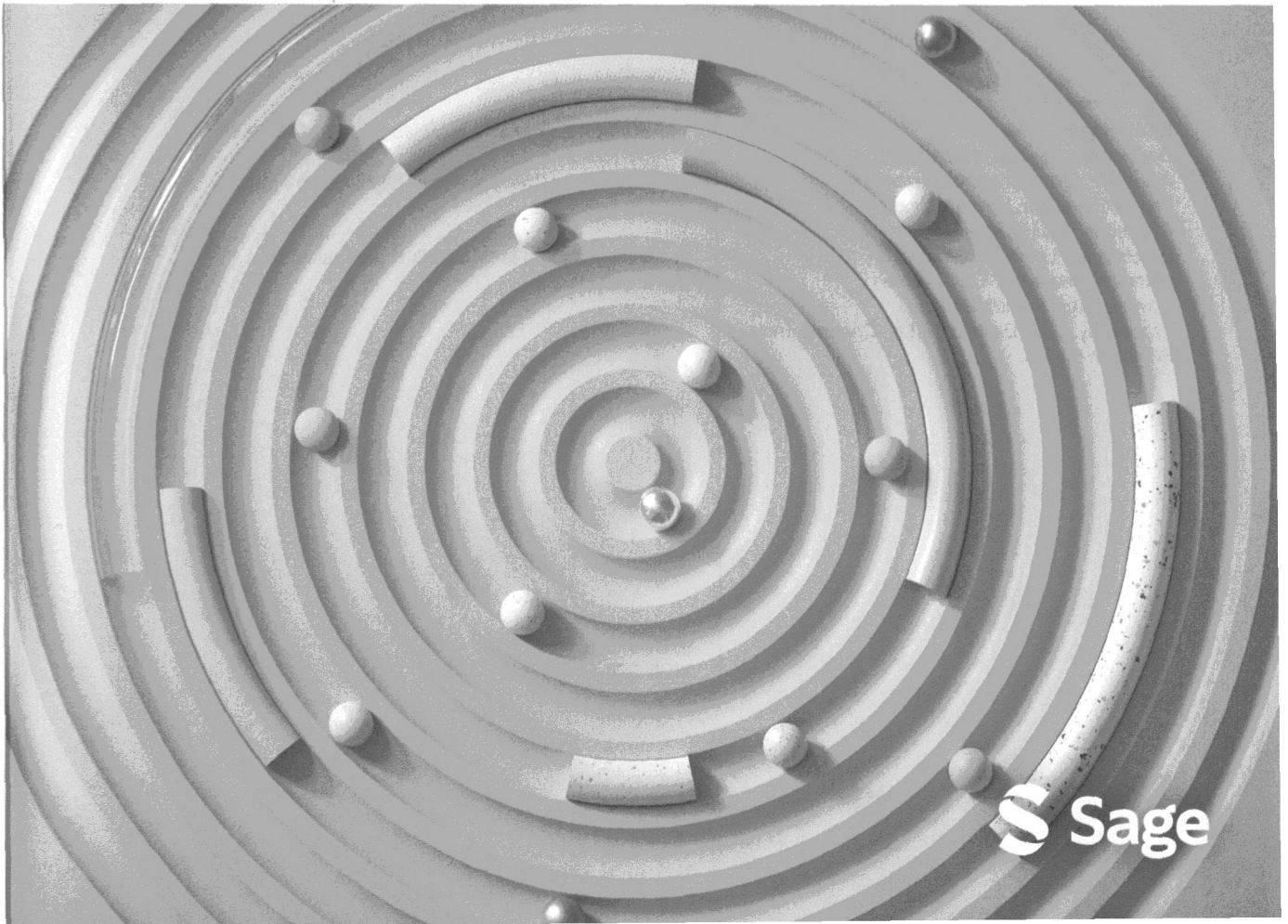


MARKETING MANAGEMENT

A Customer-Centric Approach



 Sage

CONTENTS

<i>About the Authors</i>	ix
<i>Online Resources</i>	xi
<i>Preface</i>	xiii
1 Introduction to Marketing Management	1
2 Competitive Dynamics	31
3 Customer Behaviour	63
4 Marketing Communication	105
5 Customer Portfolio Management	149
6 Product Category Management	187
7 Brand Management	229
8 Developing the Strategic Marketing Plan	279
<i>References</i>	311
<i>Index</i>	333