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Roger Kerin. Roger A. Kerin is the Harold C. Simmons
Distinguished Professor of Marketing at the Edwin L. Cox
School of Business, Southern Methodist University in Dallas,
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Dieses Lehrbuch führt in verständlicher, systematischer und

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knapper Form in die Problemfelder der Marketingplanung ein. Sowohl die Marketingplanung auf der Unternehmens- und Geschäftsfeldebene als auch die Planung des Marketing-Mix werden behandelt. Mit Hilfe von zahlreichen kurzen Fallbeispielen werden wesentliche Aspekte des Inhaltes veranschaulicht. Die Autoren haben in der 7. Auflage alle Kapitel überarbeitet und diverse neue Praxisbeispiele aufgenommen. Bei der Markenführung wurden einige Grundlagen ergänzt.

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