



Management of Marketing

By Paul Reynolds, Geoff Lancaster

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The text provides information on the core elements of the subject of marketing without the depth that often surrounds these to ensure that the basic concepts are easily identifiable and accessible. Students on MBA courses often do not have time to read a long text as they are studying many subjects, therefore they require a good, basic guide pitched at the appropriate level to be able to be absorbed quickly but still provide enough of a strategic element to stretch them.

Written by a successful author team, **Management of Marketing** covers the key topics of the marketing component of an MBA course and provides a good balance of theory and application to ensure both aspects of the core concepts are covered.

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Editorial Review

About the Author

Geoff Lancaster is Chairman of the Durham Associates Group of Companies which is headquartered at Castle Eden, Co-Durham with offices in Bahrain, Oman, Dubai, Saudi Arabia, Zambia and Zimbabwe. The company is in corporate communications and also manages higher degree programmes overseas for two UK universities. He has written approximately 25 marketing textbooks plus more than 100 academic refereed journal and conference papers. He was senior examiner to the Chartered Institute of Marketing for approximately 15 years and was their senior academic adviser from 1994-1998.

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