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This book is well written provides a thorough review of marketing concepts. It has lots of information. My only concern was the font size I believe it is a 4pt of the hard cover (black cover with red circle and blue arrow).

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Marketing Management Chapter 8 key points * To develop the best marketing plans, managers need to understand what makes each segment unique and different. * Effective target marketing requires: market segmentation; market targeting, and market positioning. * A market segment consists of a group of customers who share a similar set of needs and wants. Market segments are generally defined by

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About the Author: Philip Kotler, widely considered to be

the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University.

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Marketing Management: Analysis, Planning,
Implementation, And Control (Mass Market Paperback)
Published 1997 by Prentice Hall 9th edition, international
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