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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, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota.

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Great content marketing doesn't happen by accident, which is why we put strategy at our core. We are constantly consuming culture to understand where it's headed. And when we sit down to create for your brand, we use the latest research tools available to dive deep into your audience. Then we optimize as we go for maximum engagement.

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As marketers and digital nomads, we pride ourselves on coming up with fresh ideas. This is how we stay relevant, and it's how we grow in our careers. So, where do some of the most brilliant marketing minds get their inspiration? From other brilliant minds, of course. Hopefully, these marketing-related words of

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Marshall/Johnston's Marketing Management, 2e has taken great effort to represent marketing management the way it is actually practiced in successful organisations today. Given the dramatic changes in the field of marketing, it is a sure bet that the job of leading marketing manager's contributions to the organisation and its customers, clients, and partners has changed at the same level. Yet, no marketing management book on the market today fully and effectively captures and communicates to students how marketing management is really practiced in the 21st century business world. Clearly, it is time for an updated approach to teaching and learning within the field. Marketing

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Management 2e is designed to fulfill this need.

She provides frameworks for analyzing group interaction, recommendations for effective group practice, and numerous transcripts of authentic group communication that help to underscore the concepts."--BOOK JACKET.

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