



# Essentials of Marketing Management

*Geoffrey Lancaster, Lester Massingham*

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The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs.

With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused teaching materials currently available. Topics covered include:

- consumer and organizational buyer behaviour
- product and innovation strategies
- direct marketing
- e-marketing

Designed and written for undergraduate, MBA and masters students in marketing management classes, *The Essentials of Marketing Management* builds on successful earlier editions to provide a solid foundation to understanding this core topic.

An extensive companion website, featuring a vast and rich array of supporting materials, including extended cases and multiple choice questions is available at: <http://cw.routledge.com/textbooks/9780415553476/>

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