



Marketing Management: The Big Picture

By Christie L. Nordhielm

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Now in its second edition, this engaging book provides readers with a set of tools that will enable them to attack marketing problems and find innovative solutions. It presents an integrated framework that is designed to help them analyze, prioritize, and then solve these problems. With this "Big Picture" approach, they'll gain a better understanding of how they affect and are affected by the decisions that are made. This leads to stronger, more effective marketing in the long run.

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Editorial Review

From the Inside Flap

Marketers are responsible for constructing much of the cultural landscape in which we live. It is virtually impossible to look around without experiencing a logo, a selling line or a product placement in print, radio, TV or Internet Advertising. As a consumer and citizen I may bemoan the state of a world in which billboards are more ubiquitous than trees, but as a marketing professional I have come to recognize this new landscape as a museum of carefully plotted marketing plans. As consumers, we are exposed to as many as 5,000 commercial messages each day. As marketers, we can see each of these exposures as an opportunity to learn from other marketers, thus improving our own skills.

From the Back Cover

"The Big Picture is the most valuable tool in my b-school toolbox. I've used it not only in marketing classes, but in strategy classes, entrepreneurship classes, and even finance, because it really helps me ask the right questions and structure my thinking. Perhaps most importantly, it is a tool that is going to give me an edge when I leave school and start my career as a management consultant"

-Jesse Marmon, Kellogg MBA 2003

About the Author

MCSE candidates preparing for the Installing, Configuring, and Administering Microsoft Windows 2000 Server exam (#70-215).

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