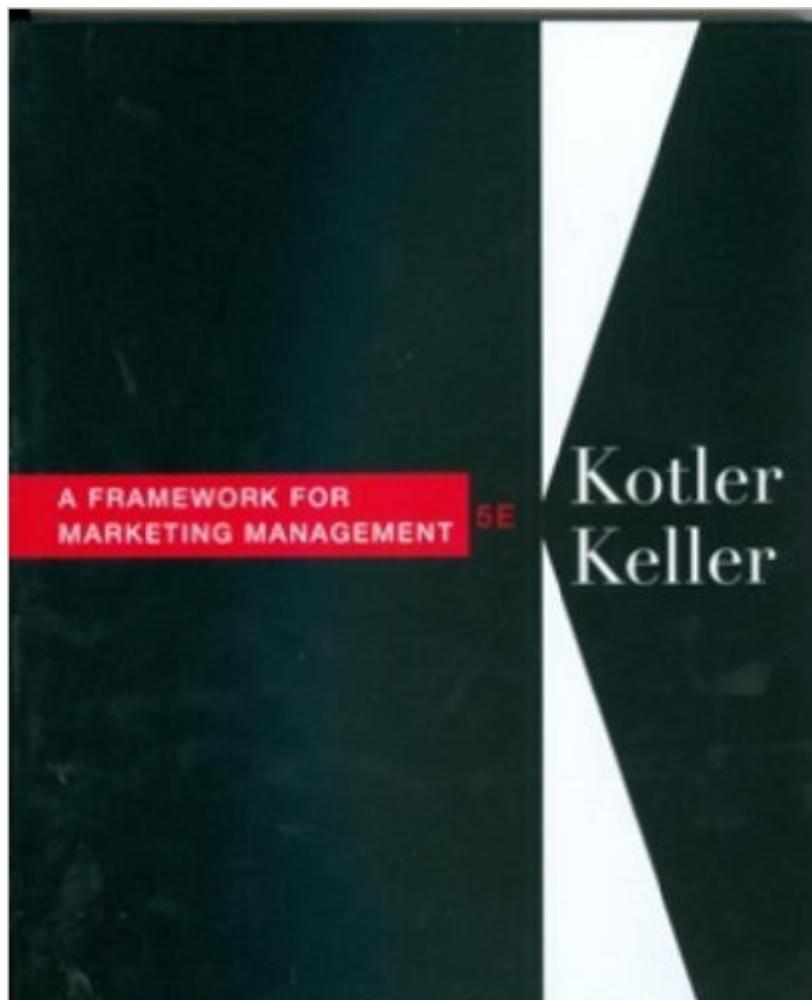


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# Framework For Marketing Management (5th Edition)



## **Synopsis**

Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but the want the flexibility to add outside cases, simulations, or projects.

## **Book Information**

Paperback: 360 pages

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Average Customer Review: 3.4 out of 5 starsÂ  See all reviewsÂ (71 customer reviews)

Best Sellers Rank: #69,885 in Books (See Top 100 in Books) #20 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management #93 inÂ Books > Textbooks > Business & Finance > Marketing #139 inÂ Books > Business & Money > Marketing & Sales > Advertising

## **Customer Reviews**

It is basically page after page of definitions and descriptions of concepts. Not many examples of good strategies. It is like reading a thesaurus. I hate this book.

This book contains page after page of definitions and reads like a dictionary in paragraph form. The test bank (that my professor uses) is full of definition questions. At an MBA level, this is a mockery of the students' abilities. By graduate school it is safe to say we know how to memorize definitions. We are looking for applicable marketing skills, which are not addressed in this book. Waste of money!

While, on one hand, this book is logically organized to present the given information, it presents it as drily as possible, with very few examples to help color understanding. It is torture to try to get through it. Fortunately, it's for an MBA class that I already know most of the material of from working in marketing. If this was new material to me, I think I would really have a hard time using this book as a learning tool. Also, you will be shocked at how small it is. \$125-ish for this little, boring book is

criminal.

Overall, I didn't like this text. It is a couple of years old for the fifth edition, so it is a bit dated with regards to blogs and social media. The problem isn't really the content though. The framework part of the title is spot-on. The problem is that the framework is all there is. It comes across as a firehose of jargon, and as someone who had never taken a marketing class, it was a little much. (As an aside, is it just me, or is a bunch of marketing just social science poorly understood and badly applied?) The big thing for me is that there were too few examples, so the terms and ideas just became an unceasing flow of one thing after another. No context for the terms made for harder understanding of the concepts.

As a Graduate student in an MBA program my focus has been in financial and sales. Not having any experience with marketing put me at a disadvantage. This text managed to cover all aspects of this subject in an effective way and also provide real world examples. A good read. Regards.

I have taken many marketing classes over the years, and most of them are enjoyable. While the class this book is attached to is fairly enjoyable, reading this book is a drag. I almost feel like this is a set of vocab words in book form. It has good information, but is presented in a very dry way. I would look elsewhere for engaging material. UPDATE 1/29/2013: There is a comment on one of these reviews that I really like. It says, "As a college professor I assign this book for several reasons; (1) it is concise and gives a summary overview of major topics in marketing; (2) this means that I as the teacher add in REAL TIME examples to supplement the book so the student aren't reading out-dated material; (3) it is MUCH cheaper than 'other' marketing textbooks since it is concise. I believe it is up to your teacher to add in any material that will make the content come alive for the class. This book clearly does what it intends to do - provides a concise summary of major topics so the creative teacher can add in his/her own examples, cases, simulations etc to enrich the content." I believe this is the way that the book should be used.

I adopted this book for a marketing management class. I had high expectations because I am familiar with the authors' other work, such as the branding research. However, I found this book to be confusing. I assume it tries to emphasize the management aspect of marketing, rather than a basic marketing textbook. But it really didn't do a good job. The content tends to jump from one topic to another without an explanation. Hard to follow. Lack of examples is also a problem as many

definitions, concepts are very academic (at least for an undergraduate class). I agree with many other reviewers, this is a dictionary of business, marketing, and management. In addition, the teaching materials provided by the publisher are also confusing and dry. I started to use another marketing book as a supplement for this class.

I used this book for my MBA class. I don't know why it is so costly. It is basically full of definitions. There are no case studies or case analysis mentioned in the book. I would not recommend this book.

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