

# Marketing Planning and Strategy 8th Edition

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## BOOK DETAILS

- Author : Subash C. Jain
- Pages : 643 Pages
- Publisher : Cengage Learning
- Language : English
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## BOOK SYNOPSIS

While retaining its analytical approach and managerial orientation, this first Asia-Pacific edition of Jain and Haleya's renowned text *Marketing: Planning and Strategy* is strengthened by the integration of a strategy implementation focus. Having a strong practical orientation, the text incorporates the relation of theory to practice as well as a critical aspect through questioning assumptions and learning through success and failures.

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