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This unique book is built around a performance orientation and the belief that real learning occurs only with the application of knowledge. It emphasizes market-based management_ with a focus on the linkages between marketing strategy and profitability, and provides a systematic method for learners to evaluate the profit impact of a marketing strategy. Coverage that goes beyond marketing fundamentals features a three-fold integration of market-driven strategy, customer satisfaction, and profitable growth_ giving readers the tools and techniques for delivering higher levels of customer satisfaction, marketing productivity and profitability. A special effort was made to include more coverage of customer loyalty marketing, performance metrics, customer relationship marketing, and brand and product line strategies. For anyone interested in strategic marketing.