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(with Kurt Matzler, Lawrence J. Ring, Alexander Linder, and Franz Bailom), Innovative Marketing, 6, 1, 2010, 24 - 28, The Interplay of Temperament and Regulatory Focus on Consumer Problem-Solving Modes

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Mooradian, T.A., Matzler, K., and Ring, L.J. (2011), Strategic Marketing 1/e (New York: Pearson/Prentice Hall) Course Purpose and Objective. Strategic marketing is the essential marketing activity – it organizes and directs all other marketing activities and aligns the firm with its customers.

INTERNATIONAL MARKETING

Strategic Marketing is aimed as an introduction to Strategic Marketing Management for students on Marketing and Business strategy courses. It covers the origins of modern marketing, relates contemporary and classic theory to Marketing in both academic and practical terms, providing a solid foundation for the understanding of Marketing.

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