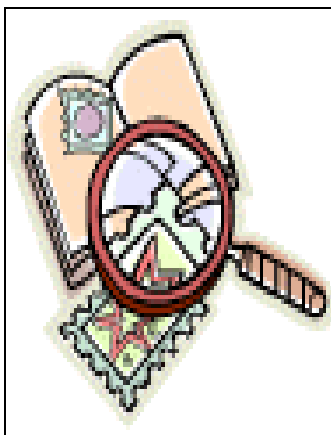




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Marketing Management

DEFINITIONS

Marketing Management

- Functional and personnel organizational within the framework of a marketing plan. Optimum use is made of internal and external people, together with all the other marketing functions. (**Hart, Norman A. *The CIM Marketing Dictionary*. 5th ed. Oxford : Butterworth-Heinemann, 1996, Ref658.8003 H325, Reference Section, University Library**)
- Is the process of conceptualizing, analyzing, planning, implementing, and controlling marketing activities to achieve the organization's desired key result areas. (**Go, Josiah. *Contemporary Marketing Strategy in the Philippine Setting*. s.l. : s.n., 1992, Ref 658.8 G573 '92, Filipiniana Section, University Library**)

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- Marketing Management
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658.8 C125 2001

Strategic marketing management by Anderson, Carol H. (Videocassette)
VR 658.802 An545 2004

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Accessible thru HAU Library Webpage
ProQuest Central

- International Journal of Management and Marketing Research
- International Journal of Operational Management, Marketing and Services
- International Review of Management and Marketing
- IUP Journal of Marketing Management
- Journal of Management and Marketing Research
- Management & Marketing
- Marketing Management
- S & MM. Sales & Marketing Management (pre-1986)
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INTERNET RESOURCES

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2nd and 3rd Floor

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The mission of MMSI is to help businesses grow by providing: Clients with consultancy, research and systems that offer them a marketing advantage; Staff with satisfying, stimulating and rewarding careers; and Shareholders with a safest and profitable return on investment.

Marketing Management from Association of Business Executives (ABE)
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A comprehensive level of discussion about marketing management is included in this site.

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