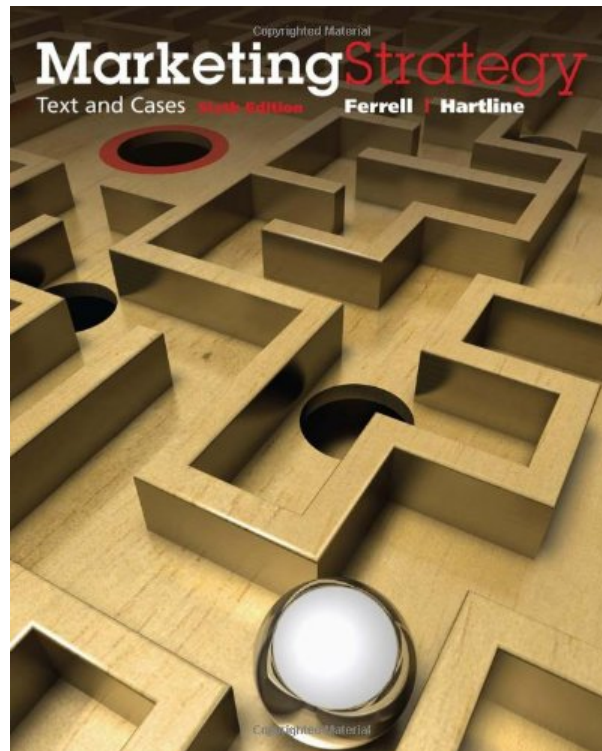
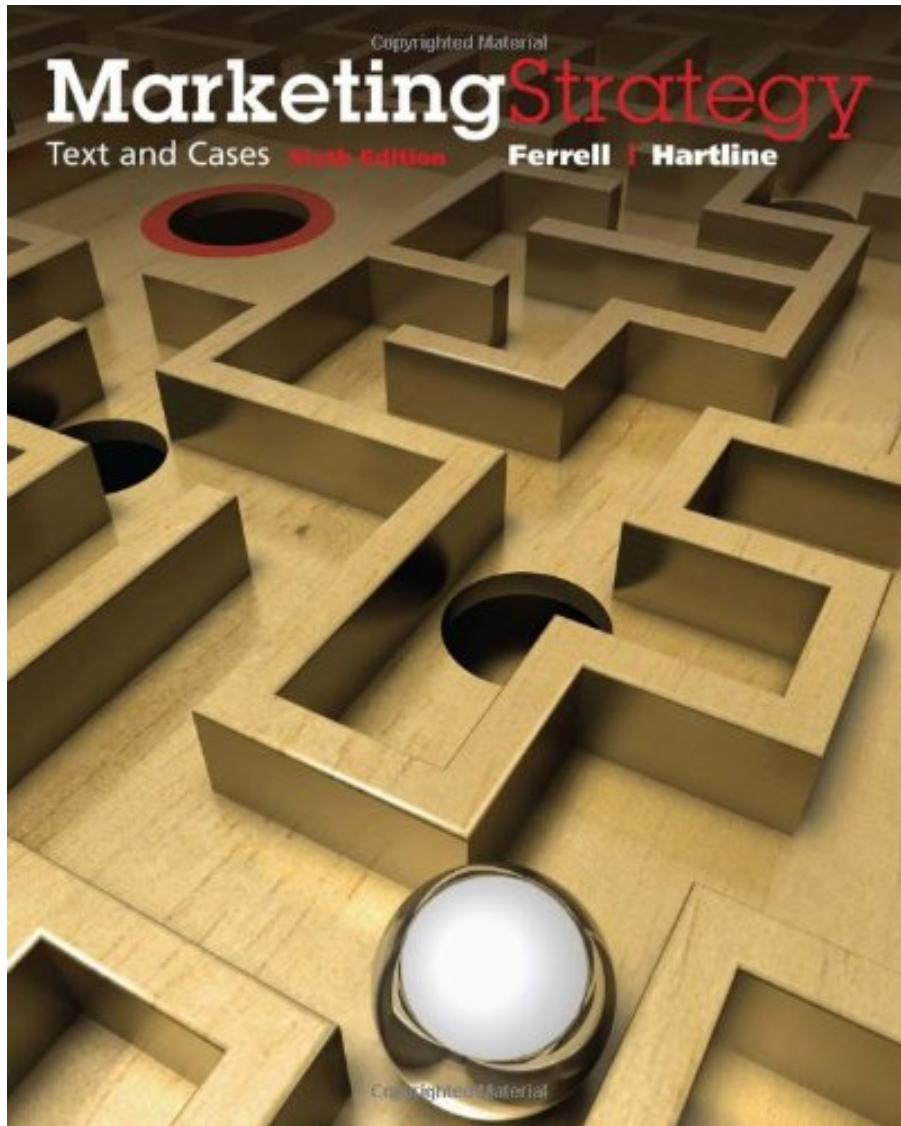


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By DL

This was required reading for an MBA class. The necessary strategic marketing content is included. However, this text is not an overly effective delivery of the content. The authors are entirely too wordy. Every chapter includes droning examples of the covered subject I realize this is offered to help student receive some form of real-world insight. However, it feels like the authors just added a bunch of fluff to increase the size of the text. There is ample opportunity to use more bullet points that would make critical content stand out. Instead, the authors use a "beyond the pages" approach and exhibit boxes. The exhibit boxes are not that bad yet also include way to much information. The exhibit boxes should be re-written to add only vital points to avoid cluttering the delivery and confusing students. I found the beyond the pages examples useless. They may be good stories (or not) yet are only helpful if your professor is testing you using that content.

Overall, I suggest the above formatting and content changes. Again, the content is there and you can learn using this book. I just didn't like it.

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