



# The Portable MBA in Marketing

By Charles D. Schewe, Alexander Hiam

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This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

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#### From the Inside Flap

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#### From the Back Cover

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### **About the Author**

**CHARLES D. SCHEWE**, PhD, advises clients including Kellogg, IBM, RJR Nabisco, Coca-Cola, and Procter & Gamble on strategic planning, marketing research, and how to appeal to America's aging marketplace. He is a principal at Lifestage Matrix Marketing and a full professor at the University of Massachusetts at Amherst. He has authored ten books and more than fifty articles on marketing.

**ALEXANDER HIAM** has worked as a marketing manager and currently provides consulting, training, and research services to clients such as General Motors, Whirlpool, and The Vermont Country Store. He is the author of a dozen books, including *Marketing for Dummies*, *The Vest-Pocket Marketer*, and *The Entrepreneur's Complete Sourcebook*.

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