



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

MARKETING MANAGEMENT : The Millenium Edition

This book consist of five part:

Part 1 inderstanding marketing Management

Explained about assesing marketing's critical role in Organization performance, Building customer satisfaction through quality, service, and value, Winning Market through Market oriented strategic planning

Part 2 analyzing marketing oportunities

Explained about managing marketing information, scanning the Market Environment, analyze the konsumer Market, analyze Industries and competitors.

Part 3 developing marketing strategies

Explained about differentiating and positioning and the Market offering, developing new Products, managing life cycle strategies.

Part 4 planning marketing programs

Explained about managing Products lines, brand and packaging, managing service bussines and Products support service dst.

Bab 5 managing the marketing effort

Organizing, implementing, evaluating, and controlling marketing.



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