



Marketing Management

By Dawn Iacobucci

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Editorial Review

Review

Part I: MARKETING STRATEGY. 1. Why Is Marketing Management Important? 2. Customer Behavior. 3. Segmentation. 4. Targeting. 5. Positioning. Part II: PRODUCT POSITIONING. 6. Goods and Services. 7. Brands. 8. New Products. Part III: POSITIONING VIA PRICE, PLACE, PROMOTION. 9. Pricing. 10. Channels of Distribution and Logistics. 11. Advertising Messages and Marketing Communications. 12. Integrated Marketing Communications and Media Choices. 13. Social Media. Part IV: POSITIONING: ASSESSMENT THROUGH THE CUSTOMER LENS. 14. Customer Satisfaction and Customer Relationships. 15. Marketing Research Tools. Part V: CAPSTONE. 16. Marketing Strategy. 17. Marketing Plans.

About the Author

Dawn Iacobucci is the Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University, where she has taught since 2007. She has been Senior Associate Dean at Vanderbilt (2008-2010) and Professor of Marketing at Kellogg (Northwestern University, 1987-2004), University of Arizona (2001-2002), and Wharton (University of Pennsylvania, 2004-2007). Dr. Iacobucci received her MS in statistics, her MA and PhD in quantitative psychology from the University of Illinois at Urbana-Champaign, and her MTS from Garrett Theological Seminary. Dr. Iacobucci's research focuses on modeling dyadic interactions and social networks, customer satisfaction and service quality, and multivariate and methodological research questions. She has published in the Journal of Marketing, the Journal of Marketing Research, Harvard Business Review, the Journal of Consumer Psychology, the International Journal of Research in Marketing, Marketing Science, the Journal of Service Research, Psychometrika, Psychological Bulletin, and Social Networks.

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