

Summary

[Business](#), [Marketing](#)



Basic Marketing: A Marketing Strategy Planning Approach This book offers an integrated learning and teaching solution for showcasing managerial orientation, as well as the four Ps framework, with a strategy planning focal point (Perreault, Cannon and McCarthy 3). The unifying focus of this book is on how to formulate marketing decisions in choosing what clients to center on and the best way of meeting their needs. Some of the chapters include topics such as marketing value to consumers firms and society, marketing strategy planning, evaluating opportunities in the changing market environment, focusing marketing strategy with segmentation and positioning, and final consumer and their buying behavior, the book is overly influential to marketing (Perreault et al. 15).

In addition, this is a new edition which has been significantly revised, rewritten and updated to echo new concepts, new cases, up to date practices, and to firmly incorporate the best technical tools in the industry for making sure that learners are ready to engage in classroom lectures and chase future marketing and business careers. This is relevant to the marketing course. The student will be updated on basically everything that revolves around marketing that will make him or her ready for the job market and drive the firm they work for to success.

I learnt many things from this book such as how to maintain a positive client relationship by dictating their behavior. I also learnt the marketing value to consumers firms and society and the influence technology has of the business environment today. All these are factors that can make it easier for any person or business to succeed in the business world. Therefore, I would recommend the source to anyone willing to study the business field from a

marketing perspective.

Work Cited

Perreault, William, Cannon, Joseph and McCarthy, Jerome E. Basic Marketing: A Marketing Strategy Planning Approach, 19th edition. Boston, MA: McGraw-Hill/Irwin, 2014. Web.