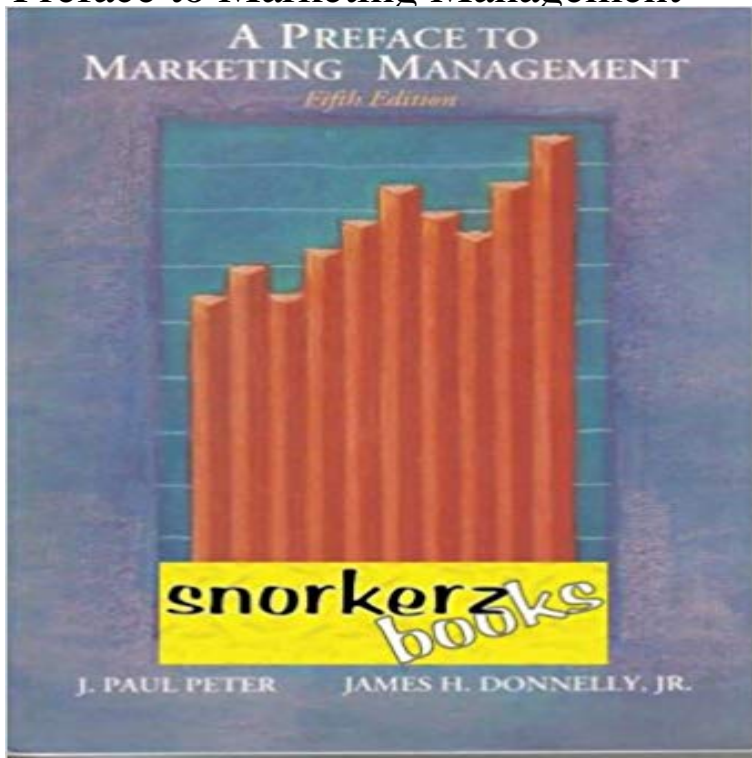


Preface to Marketing Management



This text is intended to serve as an overview/framework of critical issues of marketing management. It aims to reinforce the cross-functional nature of marketing and includes material on relationship marketing as well as creativity, vision, values and strategic partnerships.

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