



Basic Marketing: A Marketing Strategy Planning Approach

Jr. William D. Perreault, Joseph P. Cannon, E. Jerome McCarthy

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Overview: Basic Marketing 18e builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. The Perreault franchise was the pioneer of the “four Ps” in the introductory marketing course. The unifying focus of **Basic Marketing** has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs. Over many editions there has been constant change in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing’s best practices and ideas. Throughout all of these changes, **Basic Marketing** and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent “best practices.” This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model.

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