



Understanding Marketing: A European Casebook

Celia Phillips, Ad Pruyn, Marie-Paule Kestemont

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Understanding Marketing A European Casebook Understanding Marketing has been written by marketing lecturers drawn from leading universities and business schools throughout Europe. This collection of case studies covers a broad range of marketing issues, including: strategic marketing; new products; branding; marketing communication and promotion; business-to-business marketing; and product pricing and distribution.

* Includes 20 cases written by lecturers from universities in 14 different European countries belonging to the CEMS network

* The cases cover a wide range of products: brewing, soft drinks, mobile telephones, banking, textiles, skin products and office furniture being only a selection of the products included

* The cases are of ideal length for a two-hour seminar or lecture discussion

* Small and not-for-profit organizations are discussed as well as multinational organizations

Suitable for undergraduate, MBA and other graduate-level courses in marketing, marketing management, international marketing and European marketing.



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