



Marketing Management: The Big Picture

By Christie L. Nordhielm

Download now

Read Online 

Marketing Management: The Big Picture By Christie L. Nordhielm

The Big Picture is an integrated framework designed to help marketing students analyze and solve the myriad marketing problems that they will face during their careers. It emphasizes the dynamic nature of marketing by presenting key topics as a set of interrelated modules as opposed to separate chapters representing independent topics. Beginning with the high level strategic topic of business objective, it identifies areas where a person must prioritize and make key decisions, then highlights how those decisions affect other elements of the framework. The continuous referencing of the framework and numerous illustrations of key concepts using the case analysis format encourages students to actively utilize the framework for solving marketing problems. In doing so, they internalize the approach to efficiently assess cases. The text consists of thirteen modules that move from higher level strategic topics such as business objective and marketing objective, through STP, and finally to the issue of how to integrate executional elements of product, price, distribution, and promotion with strategy.

 [Download Marketing Management: The Big Picture ...pdf](#)

 [Read Online Marketing Management: The Big Picture ...pdf](#)

Marketing Management: The Big Picture

By Christie L. Nordhielm

Marketing Management: The Big Picture By Christie L. Nordhielm

The Big Picture is an integrated framework designed to help marketing students analyze and solve the myriad marketing problems that they will face during their careers. It emphasizes the dynamic nature of marketing by presenting key topics as a set of interrelated modules as opposed to separate chapters representing independent topics. Beginning with the high level strategic topic of business objective, it identifies areas where a person must prioritize and make key decisions, then highlights how those decisions affect other elements of the framework. The continuous referencing of the framework and numerous illustrations of key concepts using the case analysis format encourages students to actively utilize the framework for solving marketing problems. In doing so, they internalize the approach to efficiently assess cases. The text consists of thirteen modules that move from higher level strategic topics such as business objective and marketing objective, through STP, and finally to the issue of how to integrate executional elements of product, price, distribution, and promotion with strategy.

Marketing Management: The Big Picture By Christie L. Nordhielm Bibliography

- Sales Rank: #1317462 in Books
- Published on: 2004-10-01
- Original language: English
- Number of items: 1
- Dimensions: 10.50" h x 8.25" w x .50" l, .0 pounds
- Binding: Paperback
- 150 pages

 [Download Marketing Management: The Big Picture ...pdf](#)

 [Read Online Marketing Management: The Big Picture ...pdf](#)

Editorial Review

About the Author

Christie Nordhielm is an Associate Professor of Marketing at the University of Michigan Business School. Nordhielm is a recognized marketing consultant and trainer, and has worked for a variety of multinational organizations. She has recently worked with American Express, W.J. Wrigley, Sprint, and Jim Beam Brands Worldwide. She has also consulted for a variety of domestic and mid-sized companies. In addition to her consulting work, Nordhielm lectures extensively both domestically and abroad. Nordhielm's expertise on a variety of marketing issues is often sought by publications such as the Wall Street Journal, Advertising Age, Business Week and other print and television media outlets. In addition to her publications in academic journals, Nordhielm has published in the Harvard Business Review. Professor Nordhielm's work is also presented in her forthcoming book, Marketing Management: The Big Picture, to be published by Thomson/Southwestern in October, 2004. Nordhielm has received numerous teaching awards and recognition as an educator. In 2003, the Northwestern University's Kellogg School of Management student body recognized her with the highest honor given to a Professor for teaching excellence, the Lavengood Outstanding Professor of the Year award. Prior to joining the faculty of the University of Michigan, Nordhielm was an Assistant Professor at the Kellogg School of Management at Northwestern University. She was also a Lecturer in Marketing at the University of Chicago Graduate School of Business, where she earned her PhD in Marketing and Behavioral Science in 1998.

Users Review

From reader reviews:

Robert Brown:

Have you spare time for just a day? What do you do when you have much more or little spare time? Yep, you can choose the suitable activity with regard to spend your time. Any person spent their own spare time to take a stroll, shopping, or went to often the Mall. How about open or maybe read a book called Marketing Management: The Big Picture? Maybe it is to become best activity for you. You recognize beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with it has the opinion or you have some other opinion?

Dwight Roberts:

Marketing Management: The Big Picture can be one of your basic books that are good idea. All of us recommend that straight away because this e-book has good vocabulary which could increase your knowledge in vocabulary, easy to understand, bit entertaining but nevertheless delivering the information. The article writer giving his/her effort to set every word into joy arrangement in writing Marketing Management: The Big Picture nevertheless doesn't forget the main position, giving the reader the hottest as well as based confirm resource info that maybe you can be one among it. This great information can easily drawn you into brand-new stage of crucial contemplating.

Lisa Madruga:

Your reading 6th sense will not betray an individual, why because this Marketing Management: The Big Picture e-book written by well-known writer who really knows well how to make book which can be understand by anyone who have read the book. Written inside good manner for you, dripping every ideas and publishing skill only for eliminate your own personal hunger then you still doubt Marketing Management: The Big Picture as good book not merely by the cover but also with the content. This is one book that can break don't judge book by its include, so do you still needing one more sixth sense to pick this kind of!? Oh come on your looking at sixth sense already told you so why you have to listening to another sixth sense.

Gordon Lipsky:

Are you kind of stressful person, only have 10 as well as 15 minute in your moment to upgrading your mind ability or thinking skill perhaps analytical thinking? Then you have problem with the book when compared with can satisfy your small amount of time to read it because all this time you only find reserve that need more time to be learn. Marketing Management: The Big Picture can be your answer given it can be read by you who have those short time problems.

Download and Read Online Marketing Management: The Big Picture By Christie L. Nordhielm #1Z8JUWA5MR4

Read Marketing Management: The Big Picture By Christie L. Nordhielm for online ebook

Marketing Management: The Big Picture By Christie L. Nordhielm Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Management: The Big Picture By Christie L. Nordhielm books to read online.

Online Marketing Management: The Big Picture By Christie L. Nordhielm ebook PDF download

Marketing Management: The Big Picture By Christie L. Nordhielm Doc

Marketing Management: The Big Picture By Christie L. Nordhielm Mobipocket

Marketing Management: The Big Picture By Christie L. Nordhielm EPub

1Z8JUWA5MR4: Marketing Management: The Big Picture By Christie L. Nordhielm