MARKETING MANAGEMENT
A STRATEGIC DECISION-MAKING APPROACH

FIFTH EDITION

John W. Mullins
Associate Professor of Management Practice
London Business School

Orville C. Walker Jr.
James O. Watkins Professor of Marketing, Emeritus
University of Minnesota

Harper W. Boyd Jr.
Donaghey Distinguished Professor of Marketing
University of Arkansas—Little Rock

Jean-Claude Lassalle
Alfred R. Heinemann Professor of Marketing
European Institute of Business Administration
INSEAD