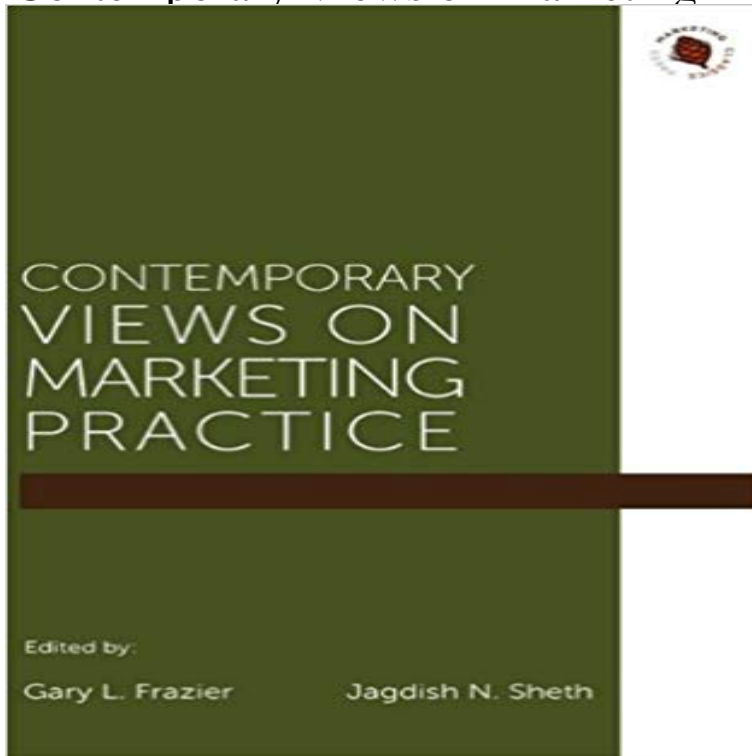


Contemporary Views on Marketing Practice



Contemporary Views on Marketing Practice Edited by Gary Fraiser and Jagdish Sheth Contemporary Views on Marketing Practice describes four main issues of marketing practice. Part one focuses on the marketing role in a contemporary business. Part two discusses strategic market planning and implementation. Part three addresses the marketing mix itself with product and price variables. Part four centers on the promotion and place variables. How the marketing managers within the company address these issues will cause the firm to either promote itself, or fail with its customers. Gary L. Frazier, DBA, is the Richard and Jarda Hurd Professor of Distribution Management, School of Business Administration, University of Southern California, Los Angeles. Professor Frazier's research has focused on the structuring and management of channels of distribution, especially how channel relationships are coordinated to create value for the channels customers. He has conducted research on channels of distribution in Europe and India, as well as in the United States. He heads the Program in Distribution Management at USC, supported by distributors with over \$10 billion in annual sales. Dr. Jagdish (Jag) N. Sheth is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University. Prior positions, include the University of Southern California; the University of Illinois; the faculty of Columbia University; and, the Massachusetts Institute of Technology. Dr. Sheth is well known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy and geopolitical analysis. Marketing Classics Press was established to serve the field of Marketing by preserving the seminal work of the discipline and ensuring it is accessible to future generations of scholars. Founding

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