



Marketing Mistakes and Successes

By Robert F. Hartley

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This best-selling casebook, now in its 11th edition, presents a series of fascinating scenarios that let you learn from some of today's most prominent business players. In an engaging, conversational style, Robert Hartley provides detailed analyses of the decisions and practices that led to major marketing wars, comebacks, mistakes, and successes. These real-life accounts are packed with practical tips, insider insights, and marketing advice.

As a supplement or main text, this book can be used in a variety of courses, both undergraduate and graduate, ranging from introduction to marketing, marketing management and strategic marketing.

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Editorial Review

Review

Teacher's Manual available. -- *The publisher, John Wiley & Sons*

From the Publisher

Learning from our successes as well as from our mistakes is the basic concept of this text. Offering practical, easy-to-read cases, this seventh edition includes a number of marketing errors and successes. Update information boxes and issues boxes are provided in each chapter.

From the Back Cover

We all can learn from past mistakes... It's just more fun when they're not your own. Even corporate giants make mistakes. Now you can learn from the best of them with this behind-the-scenes look at some of today's most notable marketing mistakes and successes. With the Tenth Edition of this fascinating casebook, you'll learn how to make better decisions, implement strategies, navigate competitive uncertainties, avoid pitfalls, and seize opportunities. In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hand's-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career. This Tenth Edition adds these seven new cases:

The Kmart/Sears Merger of Faltering Firms Hewlett-Packard Under Carly Fiorina Toys "R" Us:
Trying to Defend Against Wal-Mart Gateway Computer's Efforts to Stay Alive Merck's Vioxx
Catastrophe Boston Beer—Is Greater Growth Possible? Office Max—To the End

Users Review

From reader reviews:

Ernest Keeler:

Reading a publication tends to be new life style with this era globalization. With examining you can get a lot of information that could give you benefit in your life. Having book everyone in this world can certainly share their idea. Ebooks can also inspire a lot of people. A lot of author can inspire all their reader with their story or perhaps their experience. Not only the storyplot that share in the publications. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors these days always try to improve their expertise in writing, they also doing some research before they write for their book. One of them is this Marketing Mistakes and Successes.

Beatrice Kennemer:

Playing with family in a park, coming to see the ocean world or hanging out with pals is thing that usually you could have done when you have spare time, then why you don't try point that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love Marketing Mistakes and Successes, you may enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind

hangout guys. What? Still don't understand it, oh come on its known as reading friends.

Audrey Mack:

This Marketing Mistakes and Successes is great reserve for you because the content that is full of information for you who all always deal with world and possess to make decision every minute. This particular book reveal it info accurately using great manage word or we can claim no rambling sentences inside it. So if you are read it hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but hard core information with splendid delivering sentences. Having Marketing Mistakes and Successes in your hand like obtaining the world in your arm, facts in it is not ridiculous just one. We can say that no book that offer you world inside ten or fifteen moment right but this reserve already do that. So , this really is good reading book. Hi Mr. and Mrs. stressful do you still doubt that will?

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