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Wilke, R. (2012). "Marketing Management – A Contemporary Perspective", European Journal of Marketing, Vol. 46 No. 1/2, pp. 306-308. <https://doi.org/10.1108/03090561211189347>.

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Marketing Area | UCLA Anderson School of Management

Marketing management: the art and science . of choosing target markets and getting, keeping, and growing customers through . creating, delivering, and communicating . superior customer value.

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(2018). Emoji rhetoric: a social media influencer perspective. Journal of Marketing Management: Vol. 34, No. 15-16, pp. 1272-1295.

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Marketing Management: A Contemporary Perspective

Berkeley Haas students interested in an MBA for marketing find an approach that is strategic, quantitative, and innovative. More than 20 % of graduates pursue marketing, prepared by courses in strategy, empirical modeling, and consumer research.

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