



Market-Based Management (5th Edition)

By Roger Best

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This unique book is built around a performance orientation and the belief that real learning occurs only with the application of knowledge. It emphasizes market-based management—with a focus on the linkages between marketing strategy and profitability, and provides a systematic method for learners to evaluate the profit impact of a marketing strategy.

Coverage that goes beyond marketing fundamentals features a three-fold integration of market-driven strategy, customer satisfaction, and profitable growth—giving readers the tools and techniques for delivering higher levels of customer satisfaction, marketing productivity and profitability. A special effort was made to include more coverage of customer loyalty marketing, performance metrics, customer relationship marketing, and brand and product line strategies. For anyone interested in strategic marketing.

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Editorial Review

Review

"I especially like the financial analysis components of each chapter. I put a lot of stress on these and feel that this is perhaps the major strength of the text." — Ron Goldsmith, Florida State University

"What this textbook teaches about the profit impact of customer satisfaction is invaluable. What it teaches about Net Marketing Contribution is a revelation." #151; Glenn Christensen, *Brigham Young University*

"Thanks, Roger, for bringing this book out! It's been a refreshing change from all the terminology-heavy, principles-like other texts that claim to be marketing management texts. Our students need concepts, models, and tools like those you've offered that they can use in their decision-making processes." — Douglas J. Lincoln, *Boise State University, editor of the Journal of Marketing Education*

"The concepts are interesting, very well explained, and provide useful conceptual and applied tools for the students. It fits very well with my focus on integrating theory with applied, hands-on tools for the students before they enter the marketplace." — Torsten Ringberg, *University of Wisconsin-Milwaukee*

From the Back Cover

Are you looking for a marketing management book that takes a strategic approach and connects marketing decisions with financial implications? Is your course becoming more focused on customer relationships, customer satisfaction, and customer value?

If so, *Market-Based Management*, Third Edition, was written with you in mind.

About the Author

Dr. Roger J. Best is an Emeritus Professor of Marketing at the University of Oregon. He earned a Bachelor of Science in Electrical Engineering from California State Polytechnic University in 1968. Following graduation, he joined the General Electric Company where he worked in both engineering and product management. While at GE, he received a patent for a product he developed. Dr. Best completed his MBA at California State University, Hayward in 1972 and received his Ph.D. from the University of Oregon in 1975. He taught at the University of Arizona from 1975 to 1980 and the University of Oregon from 1980 to 2000.

Over the past twenty-five years, he has published over fifty articles and won numerous teaching awards. In 1998 he received the *American Marketing Association Distinguished Teaching in Marketing* award. In 1988, the *Academy of Marketing Science* voted an article on marketing productivity by Dr. Best and co-authors the outstanding Article of the Year. He is a co-author of *Consumer Behavior: Implications for Marketing Strategy* (8th ed.). Dr. Best has also developed the **Marketing Excellence Survey** (www.MESurvey.com), a benchmarking tool for assessing a manager's marketing knowledge and market attitudes based on a worldwide database of over 15,000 managers and **MarkProf** (www.MarkProf.com), an online marketing profitability tool to help marketing managers "measure the profit impact of marketing strategies."

Over the past twenty years, Dr. Roger J. Best has been active in working with a variety of companies in both marketing strategy consulting and management education. These companies include General Electric, Dow Chemical, Dow Corning, DuPont, Eastman Kodak, MediaOne, Lucas Industries, Tektronix, ESCO, Pacific Western Pipe, James Hardie industries, Sprint, and US West. Dr. Best has also taught many executive management education programs at INSEAD, in Fontainebleau, France.

Users Review

From reader reviews:

Cynthia Johnson:

A lot of people always spent their free time to vacation or go to the outside with their loved ones or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent the whole day to reading a book. The book *Market-Based Management (5th Edition)* it is quite good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the particular e-book. You can more simply to read this book from a smart phone. The price is not to cover but this book features high quality.

Lillian Albrecht:

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