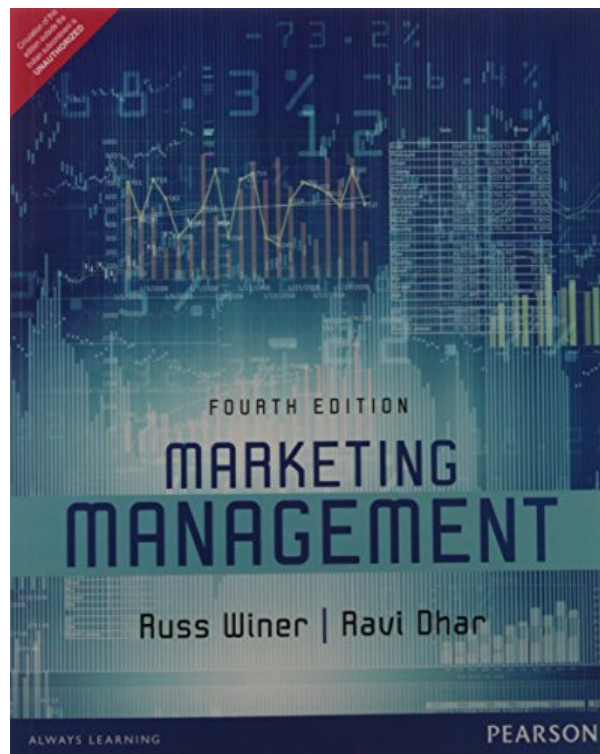
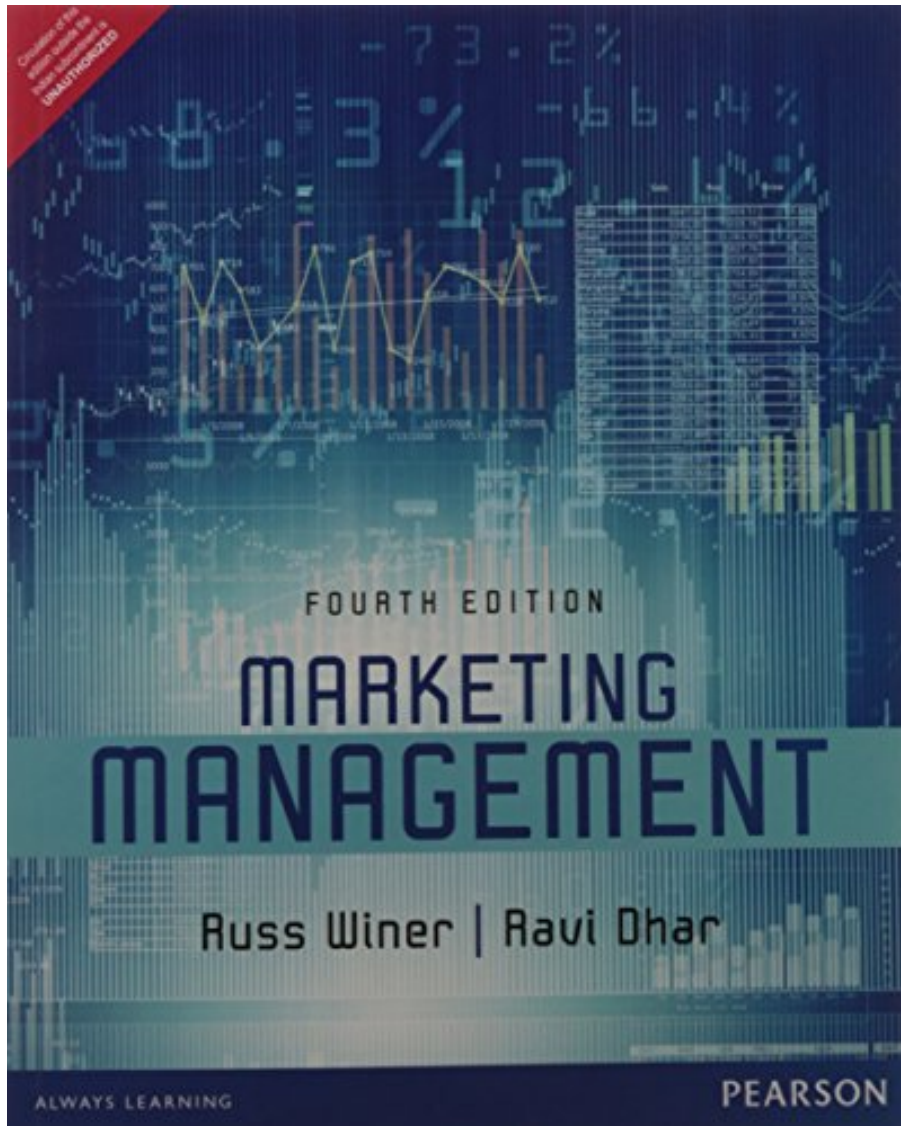


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Poorly edited and badly outdated

By Jeffrey Cedeno

The fourth edition of Marketing Management exemplifies everything that could possibly be wrong with a textbook. Numerous inaccuracies, grammatical errors, and general disregard for current marketing and product trends run rampant throughout the text and its examples.

I work in web marketing for a living and used this textbook for a graduate level program. I was astounded that the text claimed to have been updated in 2011 as it contains countless examples of unsuccessful products, campaigns and companies that failed to materialize, lost money or market share, and in extreme cases have gone bankrupt since the book was first written. These poor examples are all listed as innovative ideas from industry leaders because the editors never bothered to remove them.

The editors' attempts to update the text simply include adding new case examples as one-paragraph interjections at each new publication, which is laughable considering that many of these examples (think Kodak and Blackberry) collapsed due to poor marketing and planning. Unfortunately, these updates only serve to make the book overly dense through case after case of partial, incomplete data that does little to translate to what constitutes success or failure in marketing. Charts that were obviously inserted at revision points were never updated and needed to be modified or replaced for the 2011 edit. Unfortunately, this did not happen and students who don't know better will suffer as a result.

Concepts in this book may have been valuable ten years ago but its poor editing and overly dense, outdated material does a poor job addressing the digital revolution as anything but a storm on the horizon. The marketing industry should discourage and professors and students from taking this text seriously until it is rewritten from the ground up.

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By Lindsay

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