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About the Author. Michael J. Baker is eminent in the field of marketing. He founded the Department of Marketing at the University of Strathclyde, UK, in 1971, the first ever Department of Marketing in the UK. He is the founding editor of the Journal of Marketing Management and Journal of Customer Behaviour and is the former President of the Academy of Marketing.

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marketing and the societal impact of commercial health branding. His interest in the social aspects of marketing led him to the Institute for Social Marketing, University of Stirling, which he is currently working with on various projects. Michael J. Baker is Emeritus Professor of Marketing at the University of

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A Systems Approach to Marketing | SpringerLink

Wensley, R. (2010). Marketing strategy. In M. J. Baker & M. Saren (Eds.), Marketing theory: A student text (pp. 209-236). London: SAGE Publications Ltd doi: 10.4135 ...

SAGE Books - Marketing Theory: A Student Text

From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications.

The Marketing Book - 7th Edition - Michael J. Baker ...

This fully revised and updated edition of Michael Baker's successful text for the advanced student who has completed a basic marketing course or for the more experienced practitioner with a working knowledge of the subject. The first part of the book is concerned with the role and nature of marketing strategy and strategic marketing planning, while the remainder is concerned with the policy issues involved with the management of the marketing mix.

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Michael Baker and Michael Saren have developed their student text on marketing further to include emerging topics, such as sustainability and social media. Other new topics include service marketing. The book covers the contemporary marketing field well, and offers a good and interesting overview of marketing.

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Baker, M. J. (2014) Marketing strategy and management.Fifth edition. Basingstoke: Palgrave.

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Baker, M. J. & Saren, M. (Eds.) (2010). Marketing theory: A student text London: SAGE Publications Ltd doi: 10.4135/9781446280096. Baker, Michael J. and Michael Saren ...

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