DESCRIPTION

The business classic, fully revised and updated for today's marketers

The second edition of *Kellogg on Marketing* provides a unique and highly regarded perspective on both the basics of marketing and on new issues that are challenging businesses today.

- Includes more than 60% new material on both fundamental marketing concepts and hot topics such as Product Innovation, Social Media, Marketing to Consumers at the Bottom of the Pyramid, and Internal Branding
- With a foreword by Philip Kotler
- The Kellogg School of Management is recognized around the world as the leading MBA program in Marketing

Along with the new material, the core concepts covered in the first edition have all been updated-including targeting and positioning, segmentation, consumer insights, and more. This is a must-have marketing reference.

ABOUT THE AUTHOR

Alice M. Tybout is the Harold T. Martin Professor of Marketing and a former chairperson of the Marketing Department at the Kellogg School of Management, Northwestern University. She is academic director of the consumer marketing strategy program.
and the branding program at Kellogg's Allen Center, the author of more than forty articles and book chapters, a consultant for leading companies, including Abbott Laboratories, Coca-Cola Company, and Pfizer, and a member of the board of directors of RHR International.

**Bobby J. Calder** is the Charles H. Kellstadt Professor of Marketing and the current chairperson of the Department of Marketing at the Kellogg School of Management, Northwestern University. Previously, he has taught at the Wharton School, University of Pennsylvania, and has been a consultant for Booz Allen Hamilton. He is the author of numerous research studies and articles. He has been a consultant to companies such as Aetna, Bristol-Myers Squibb, Cemex, Coca-Cola, General Electric, General Motors, McDonald's, Motorola, Prudential, Tribune Co., and Time Warner.

For additional product details, please visit [https://www.wiley.com/en-us](https://www.wiley.com/en-us)