



Marketing Mistakes and Successes

Robert F. Hartley

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This best-selling casebook, now in its 11th edition, presents a series of fascinating scenarios that let you learn from some of today's most prominent business players. In an engaging, conversational style, Robert Hartley provides detailed analyses of the decisions and practices that led to major marketing wars, comebacks, mistakes, and successes. These real-life accounts are packed with practical tips, insider insights, and marketing advice.

As a supplement or main text, this book can be used in a variety of courses, both undergraduate and graduate, ranging from introduction to marketing, marketing management and strategic marketing.

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