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# **MARKETING: PLANNING AND STRATEGY BY GEORGE T HALEY, RANJIT VOOLA, MARK WICKHAM SUBHASH C JAIN PDF**

Dr. Subhash Jain is Professor of Marketing in the School of Business Administration at University of Connecticut. Dr. Jain received his Masters of Business Administration and Ph.D. from the University of Oregon, and undergraduate work at University of Rajasthan, India and Stanford University. He specializes in Global Marketing and Market Planning and Strategy. Currently Dr. Jain is Executive Director for International Business Programs, University of Connecticut; he is a member of American Marketing Association, Academy of Marketing Science and Academy of International Business, Planning Forum. Dr. Jain is a consultant to corporations including NCR, Heineken, Mead, and UTC and International Institutions such as GATT and World Bank. He has authored seven books, about one hundred papers and is listed in Who's Who in Consulting; Men of Achievement and International Scholars Directory; American Men and Women of Science.

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A Failure of Marketing Theory Application

By catmug

Jain/Haley's Marketing: Planning and Strategy is by far one of the most convoluted, under-cooked, and poorly written marketing textbooks I have ever read. As a Graduate student of both marketing and entrepreneurship, I've had a good amount of experience with different texts, and have been extremely disappointed with this excuse for a strategy textbook.

After reading the first two chapters (as well as the second case study), I was astounded to see a number of grammatical and spelling errors, not to mention poorly constructed paragraphs that frequently mixed tenses to the point that I had to re-read entire sections. Barring technical issues, the text also employs poor examples of the concepts it attempts to apply. For instance, on page 63:

"In 2008, McDonald's decided to directly compete with Starbucks by adding coffee bars with "baristas" in almost 14,000 of its U.S. restaurants, serving cappuccinos, lattes, mochas, and the Frappe. Right away Starbucks planned offensive measures to prevent McDonald's encroachment on what it considered its territory."

And that is all we get. No mention of the actual strategy employed. Just an unsupported claim lacking any educational relevance whatsoever.

If I didn't have to read this text to pass tests, I wouldn't. Sadly, I have to struggle through the mess that is Marketing: Planning and Strategy. Avoid this text at all costs. Professors - please save your students the misery. Horrible job on this text; is this really an eighth edition? I would hate to see the first.

2 of 3 people found the following review helpful.

AVOID!! Is there any Planning or Strategy for this Book?

By Marketing Maven

I have this book as well (8th ed) - I completely agree with this review. As a marketing and real estate graduate student with marketing and psychology degrees, this is absolutely the worst excuse for a textbook and I am actually rather angry I had to waste so much money on this book. I also am required to read the book for exams, but I have been trying hard to avoid reading anything in it - the case studies are so poorly written it is distracting.

A 2-3 page case study should not take an hour or 2 to read, but it does when it must be read repetitively to make sense of it. They also have a tendency to just stop - as though they were just telling a story and then they are done - no points made, no questions asked - just a history of a company or companies and that's it.

I couldn't have said it better myself KC Student - everyone should avoid this horrible textbook at all costs!! Professors: forcing students to read this book is like cruel and unusual punishment.. not to mention downright mean.

Marketing: Planning and Strategy

2 of 3 people found the following review helpful.

Detailed and useful

By Amazon Customer

While other reviewers may have been displeased with this book, I found it highly useful and relevant. I am a senior undergraduate marketing student, so that may color my perception of the text differently.

I will agree that the case studies lack insightful analysis. However, there is great consideration given to differing strategies and methods of analysis- the authors are not quick to declare one better than the other.

The subject hierarchy within each chapter could use better organization. For example, there are five steps in identifying which market to serve, yet those sections are at the same "level" as Identifying Markets. I kept having to turn back to verify I was still in a subcategory of a subject.

This is one of the few textbooks from my entire undergrad experience that I plan on keeping rather than reselling. Instead of giving vague theories, this text defines concrete methods and step-by-step processes for carrying out and implementing strategies.

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