



Marketing Management: The Big Picture

By Christie L. Nordhielm

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The Big Picture is an integrated framework designed to help marketing students analyze and solve the myriad marketing problems that they will face during their careers. It emphasizes the dynamic nature of marketing by presenting key topics as a set of interrelated modules as opposed to separate chapters representing independent topics. Beginning with the high level strategic topic of business objective, it identifies areas where a person must prioritize and make key decisions, then highlights how those decisions affect other elements of the framework. The continuous referencing of the framework and numerous illustrations of key concepts using the case analysis format encourages students to actively utilize the framework for solving marketing problems. In doing so, they internalize the approach to efficiently assess cases. The text consists of thirteen modules that move from higher level strategic topics such as business objective and marketing objective, through STP, and finally to the issue of how to integrate executional elements of product, price, distribution, and promotion with strategy.

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Editorial Review

About the Author

Christie Nordhielm is an Associate Professor of Marketing at the University of Michigan Business School. Nordhielm is a recognized marketing consultant and trainer, and has worked for a variety of multinational organizations. She has recently worked with American Express, W.J. Wrigley, Sprint, and Jim Beam Brands Worldwide. She has also consulted for a variety of domestic and mid-sized companies. In addition to her consulting work, Nordhielm lectures extensively both domestically and abroad. Nordhielm's expertise on a variety of marketing issues is often sought by publications such as the Wall Street Journal, Advertising Age, Business Week and other print and television media outlets. In addition to her publications in academic journals, Nordhielm has published in the Harvard Business Review. Professor Nordhielm's work is also presented in her forthcoming book, *Marketing Management: The Big Picture*, to be published by Thomson/Southwestern in October, 2004. Nordhielm has received numerous teaching awards and recognition as an educator. In 2003, the Northwestern University's Kellogg School of Management student body recognized her with the highest honor given to a Professor for teaching excellence, the Lavengood Outstanding Professor of the Year award. Prior to joining the faculty of the University of Michigan, Nordhielm was an Assistant Professor at the Kellogg School of Management at Northwestern University. She was also a Lecturer in Marketing at the University of Chicago Graduate School of Business, where she earned her PhD in Marketing and Behavioral Science in 1998.

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