
SKRAĆENI SADRŽAJ / BRIEF CONTENTS

PREDGOVOR / INTRODUCTION	1
Poglavlje 1 / Chapter 1 Uloga marketinga u modernom biznisu / The Role of Marketing in the Modern Business	3
Poglavlje 2 / Chapter 2 Marketinško okruženje / The Marketing Environment	30
Poglavlje 3 / Chapter 3 Kupovno ponašanje mušterija / Customer Buying Behaviour	47
Poglavlje 4 / Chapter 4 MIS i istraživanje marketinga / MIS and Marketing Research	83
Poglavlje 5 / Chapter 5 Segmentacija tržišta i pozicioniranje / Market Segmentation and Positioning	125
Poglavlje 6 / Chapter 6 Upravljanje marketingom / Marketing Management	144
Poglavlje 7 / Chapter 7 Upravljanje proizvodima / Managing Products	179
Poglavlje 8 / Chapter 8 Upravljanje cenama / Pricing Management	215
Poglavlje 9 / Chapter 9 Upravljanje promocijom / Promotion Management	230
Poglavlje 10 / Chapter 10 Upravljanje distribucijom / Distribution Management	267
Poglavlje 11 / Chapter 11 Kreiranje konkurentnih strategija marketinga / The Creation of Competitive Marketing strategies	302
Poglavlje 12 / Chapter 12 Organizacija marketinga / Marketing Organization	339