



Marketing Management (Irwin Marketing)

By Greg Marshall, Mark Johnston

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Editorial Review

About the Author

Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics in the Roy E. Crummer Graduate School of Business at Rollins College in Winter Park, Florida. He earned his Ph.D. in Marketing in 1986 from Texas A&M University. Prior to receiving his doctorate, he worked in industry as a sales representative for a leading distributor of photographic equipment. His research has been published in a number of professional journals including Journal of Marketing Research, Journal of Applied Psychology, Journal of Business Ethics, Journal of Marketing Education, Journal of Personal Selling & Sales Management and many others. Mark is also an active member in the American Marketing Association and Academy of Marketing Science. Mark has been retained as a consultant for firms in a number of industries including personal health care, chemical, transportation, hospitality, and telecommunications. He has consulted on a wide range of issues involving strategic business development, sales force structure and performance, international market opportunities, and ethical decision-making. Mark also works with MBA students on consulting projects around the world for companies such as Tupperware, Disney, and Johnson & Johnson. He has conducted seminars globally on a range of topics including the strategic role of selling in the organization, developing an ethical framework for decision-making, improving business unit performance, and structuring an effective international marketing department. Mark continues to provide specialized seminars to top managers on strategic marketing issues. For more than two decades Mark has taught Marketing Management working with thousands of students. His hands-on, real world approach to marketing management has earned him a number of teaching awards.

Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Winter Park, Florida. He earned his Ph.D. in marketing from Oklahoma State University. Greg's industry experience includes 13 years in selling and sales management, product management, and retailing with companies such as Warner Lambert, Mennen, and Target Stores. When he left Warner Lambert in 1986 to enter academe, he was the manager of the top-performing sales district in the United States. In addition, he has served as a consultant and trainer for a variety of organizations in both the private and public sectors, primarily in the areas of marketing planning, strategy development, and service quality.

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