1. The role of marketing Knowledge in facing marketing crisis in Jordan Industrial Shareholding Companies

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The study aims to examine the role of marketing Knowledge in facing marketing crisis in Jordan Industrial Shareholding Companies. The study population consisted of (81) company, a comprehensive survey has been conducted. Questionnaires were distributed over marketing managers, 66 questionnaires were collected.

Several statistical analysis methods were used. The study concluded a set of significant results, which enhance the importance of the role of marketing knowledge in facing marketing crisis in Jordan Industrial Shareholding companies. The study suggested various recommendations.