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solid grasp of relevant forces in the external and competitive environment, a clear strategic intent, and a deep understanding of a company's core competencies and assets. Generic strategies rarely propel a firm to a leadership position. Knowing where to go and ending carefully considered, creative

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This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the

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necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions.

Exhaustive case studies, mini cases and real-world illustrations under the title “CRM at Work” all ensure that the

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material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and

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cases provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies.

Students are already strategists in their personal lives. This concise text, intended

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primarily for undergraduate seniors and MBA students, provides students with the know-how to apply effective strategies in their future careers. Strategic

Management: Logic and Action provides a wide range of organizational examples along with worksheets at the end of each chapter. Students are encouraged to use

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the Web as a source of information, but to also interview people to assess actions within the context of organizations. The text is meant to be a useful guide for strategists facing new situations from the beginning of their organization careers. From the Preface: "Strategy is no longer the exclusive concern of generals. It is not

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Something you wait to think about until you are the president of an organization. You need to understand strategic thinking right now, as a graduate entering the workforce, a newly appointed supervisor, or a mid-level manager. Corporations, small businesses, non-profits, and public agencies – organizations of all kinds – are

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discovering how important it is for employees to understand why the organization interacts the way it does with customers, competitors, and other actors. Many then ask their employees to help strengthen current connections and invent new ones."

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By analysing the rationales for sustainability strategies, this book addresses a timely question for managers, academics and MBAs: 'when does it pay to be green?' Based on solid theoretical foundations and empirical research, it clarifies the elements involved in the formation and evaluation of sustainability

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Strategic Fashion Management: Concepts,
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Advantage is a highly accessible book
providing a unique look into the strategic
drivers of the dynamic and ever-growing
fashion industry. Derived from the

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knowledge gap in quality strategic fashion management literature, this book blends theory with a variety of examples and uses 18 case studies to help bring to life contemporary topics faced by senior executives. The analysis is highly global in nature and aims to accelerate the strategic skills required to navigate the

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industry and contribute to a firm's growth. Using copious examples from across the world, this book provides in-depth discourse and progressive theoretical concepts and strategies which readers will be able to apply immediately to their studies or practices. The book is particularly suitable for final-year

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undergraduate and postgraduate students studying fashion management or marketing, as well as those on MBA and international business courses who wish to understand more about the fashion ecosystem. It is also designed to serve as an important reference for executives who are interested in conceptualising strategic

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witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business

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on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: · escalating customer demands driving the

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imperative for superior value · totally
integrated marketing to deliver customer
value · the profound impact of electronic
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managing processes like planning and
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Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century.

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