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Designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation, this text and casebook discusses the concepts and processes for gaining a competitive advantage in the marketplace. The new edition of Strategic Marketing uses a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies. Marketing strategy is considered from a total business perspective, examining marketing strategy beyond the traditional emphasis on marketing functions. The length and design of the book offer flexibility in the use of the text material and cases. New features and updated cases have made this text the most relevant text in the market today.

This text and casebook discusses the concepts and processes for gaining the competitive advantage in the marketplace. The authors examine many components of a market-driven strategy, including technology, customer service, customer relationships, pricing and the global economy.

The text is a European adaptation of our current US book Strategic Market Management, 9th Edition by David Aaker. This new edition is a mainstream text suitable for all business students studying strategy and marketing courses. Strategic Market Management: Global Perspectives is motivated by the strategic challenges created by the dynamic nature of markets. The premise is that all traditional strategic management tools either do not apply or need to be adapted to more dynamic context. The unique aspects of the book are its inclusion of: A business strategy definition that includes product/marketscope, value proposition, and assets and competences. A structured strategic analysis including a detailed customer, competitor, market, and environmental analysis leading to understanding of market dynamics that is supported by a summary flow diagram, a set of agendas to help start the process, and a set of planning forms. Concepts of strategic commitment, opportunism, and adaptability and how they can and should be blended together. Bases of a value proposition and strong brands. A strategy without a compelling value proposition will not be market driven or successful. Brand assets that will support a business strategy need to be developed. Creating synergetic marketing with silo organisations defined by products or countries. All organisations have multiple products and markets and creating cooperation and communication instead of competition and isolation is becoming an imperative. A global perspective is an essential aspect of this new edition. This reflects the lived experience of the student reader but also their likely professional challenges. This is achieved by the extensive use of new examples and vignettes.

Fully updated and revised to include the latest case studies and examples from a broad range of industry sectors, this second edition of Strategic Marketing: An Introduction is a concise, thorough and enlightening textbook that demonstrates how organizations can cope with a myriad of demands by better understanding themselves, their products or services, and the world around them. From assessing internal relationships to planning and implementing marketing strategies, and featuring analysis of relationship marketing and strategic alliances, Proctor uses insights from a range of key models and theoretical frameworks to illustrate how an organization can successfully take advantage of 'strategic windows' to improve its position. Core issues covered include: marketing strategy analyzing the business environment the customer in the market place targeting and positioning marketing mix strategy. This textbook is the complete guide to assessing and imposing a realistic and successful marketing strategy to fit an organization, its resources and objectives, and the environment in which it operates. Accessibly written and supported by a user-friendly companion website, this new edition of Strategic Marketing: An Introduction is an essential resource for all students of marketing and business and management. A companion website provides additional material for lecturers and students alike: www.routledge.com/textbooks/9780415458160/

The third edition of Market-Led Strategic Change builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his 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 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 imperative for superior value • totally integrated marketing to deliver customer value • the profound impact of electronic business on customer relationships • managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led 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.

This book is a unique collection of comprehensive cases that explore concepts and issues surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. Strategic Marketing: Concepts and Cases is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management.

Strategic Marketing Planning concentrates on the critical planning aspects that are of vital importance to practitioners and students alike. It has a clear structure that offers a digest of the five principal dimensions of the strategic marketing planning process. Leading authors in this sector, Gilligan and Wilson offer current thinking in marketing and consider the changes it has undergone over the past few years. Updated information in this new edition includes: • Changing corporate perspectives on the role of strategic marketing activity • Changing social structures and the rise of social tribes • The significance of the new consumer and how the new consumer needs to be managed • New thinking on market segmentation • Changing routes to market • Developments in e-marketing • Changing environmental structures and pressures

When examining the ebb and flow of events in the region called Central Asia, one is struck by the magnitude of the impact that this area has had throughout history. Yet in spite of this record, very little is known about this part of the world today. Central Asia always has found itself wedged between Europe and Asia, and as such, has been at the crossroads of relations between the two. In physical terms, this can be seen graphically in the trade routes of the Great Silk Road. In philosophical terms, it is an area where Western beliefs met and mingled with Eastern ways, often resulting in unusual and unique hybrids of thought and culture. Nor has the area's significance been limited to that of providing a meeting place for other cultures. For over 100 years, between the thirteenth and fifteenth centuries, the armies of Genghis Khan and later Tamerlane spread from Central Asia to conquer and exert their influence over an area larger than the conquests of Alexander, Rome or Hitler. The repercussions of these conquests can still be seen today and serve as a reminder of the impact the region has had, and may again have, on world events.

Expert guidance for establishing an organization's supply risk management program Single Point of Failure: The 15 Laws of Supply Chain Risk Management offers insider guidelines for managing the risk of supply chains gained from customer success and failures. Analyzing and providing recommendations for various supply chain functions and risk, this book includes risk associated during various states of procurement, logistics/transportation, and manufacturing, warehousing and sales. Author Gary Lynch reveals the 15 key laws to mind when managing the risk of supply chains gained from customer successes and failures, as well as how to avoid bad decisions, and gather better information to make decisions. Gary S. Lynch, CISSP, (Mendham, NJ) is Managing Director and Practice Leader for the Risk & Resiliency Strategies Practice at Marsh--Provided by publisher.

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