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Strategic Market Management, 11th Edition | Wiley Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making.

The European edition of Strategic Market Management has been prepared with the objective of taking David Aaker ' s outstanding and well – established textbook and presenting it to a European audience. It retains the culture of the original text, to maintain its accessibility and continue its emphasis on practical action. It has also kept the compactness, which has made it so popular with graduate and executive students and managers, while keeping a comprehensive coverage of major and emerging themes in strategy. The core value of the original text, that the development, evaluation and implementation of business strategies are essential to successful management, is also retained in the European edition. The book is essential reading for

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any management or business school course that focuses on the management of strategies. It is especially appropriate for marketing strategy, strategic management and business policy courses. It is also designed to be used by managers who need to develop strategies or who run a small business and want to improve their strategy development and planning processes.

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 a more dynamic context. The unique aspects of the book are its inclusion of: A business strategy definition that includes product/market scope, value proposition, and assets and competences. A structured strategic analysis including a detailed customer, competitor, market, and environmental analysis leading to an 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.

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As Europe moves towards becoming a truly single European market, its contribution to global marketing grows. This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant international marketing practice. Topics covered include: marketing information systems marketing research product development pricing issues international promotion distribution channels. With a strong theoretical framework, this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe. Its excellent pedagogy (including case studies, summaries, text boxes and a website to run alongside), helps make it a valuable resource for academics and professionals alike. Visit the Companion website at www.routledge.com/textbooks/0415314178

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,

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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.

Presents a process based approach that integrates Marketing with other aspects of Management such as strategy, organisational theory, strategic financial management and management accounting. This work presents a process-based approach that draws heavily on Business Process Re-engineering (BPR).

Market-Driven Management adopts a broad approach to marketing, integrating the strategic and operational elements of the discipline. Lambin's unique approach reflects how marketing operates empirically, as both a business philosophy and an action-oriented process. Motivated by the increased complexity of markets, globalisation, deregulation, and the development of e-commerce, the author challenges the traditional concept of the 4Ps and the functional roles of marketing departments, focusing instead on the concept of market orientation. The book considers all of the key market stakeholders, arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization, and that the development of this customer value is the only way for a firm to achieve profit and growth. New to this

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edition: - Greater coverage of ethical issues and corporate social responsibility; cultural diversity; value and branding and the economic downturn - Broad international perspective - Thoroughly revised to reflect the latest academic thinking and research With its unique approach, international cases and complementary online resources, this book is ideal for postgraduate and upper level undergraduate students of marketing, and for MBAs and Executive MBAs.

Frameworks for Market Strategy helps students understand how to develop and implement a market strategy and how to manage the marketing process. Marketing activity is the source of insight on the market, customers, and competitors and lies at the core of leading and managing a business. To understand how marketing fits into the broader challenge of managing a business, Capon and Go address marketing management both at the business and functional levels. The book moves beyond merely presenting established procedures, processes, and practices and includes new material based on cutting-edge research to ensure students develop strong critical thinking and problem-solving skills for success. In this European edition, Capon and Go have retained the strong framework of the book, but have updated the cases, examples, and discussions to increase the book ' s relevance for students outside the USA. Key features include:

- A strong strategic focus, teaching students how to analyze markets, customers, and competitors to plan, execute, and evaluate a winning market strategy
- Practical examples from a range of contexts, allowing students to develop the skills necessary to work in for-profit, public, or non-profit firms
- Emphasis on understanding the importance of working across organizational boundaries to align firm capabilities
- Full chapters devoted to key topics, including brand management, digital marketing, marketing metrics, and ethical as well as social responsibilities
- Focus on globalization with a chapter on regional and international marketing
- Multiple choice, discussion, and essay questions at the end of each

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chapter Offering an online instructor ' s manual and a host of useful pedagogy – including videos, learning outcomes, opening cases, key ideas, exercises, discussion questions, a glossary, and more – this book will provide a solid foundation in marketing management, both for those who will work in marketing departments, and those who will become senior executives.

This book examines the ways in which companies create and sustain their competitive advantage. Utilizing a marketing strategy framework which provides you with the tools and techniques to assess the role of marketing strategy in an organization and to evaluate its impact and contribution.

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