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Strategic Marketing Management, 6th Edition

Strategic marketing management 1.

STRATEGIC MARKETING

MANAGEMENT MKTM 3161 ECTS-6

2. CHAPTER ONE Introduction to

Strategic Marketing Learning Objective

After completing this chapter, the student

will be able to: Describe the Nature and

scope of strategy Examines historical

evolution of strategic management,

Identify and explain the marked

differences between strategic planning and

marketing ...

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Market-Led Strategic Management ‘ The purpose of marketing is to contribute to maximising shareholder value and

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marketing strategies must be valued in terms of how much value they create for investors. ' The essence of the shareholder value approach is the long term sustainability of the organisation through the creation of lasting value.

Chapter 1 - Market led Strategic Management - Aston - StuDocu

As I originally wrote in reviewing the 6th edition, this is a worthwhile management handbook for any executive - marketing or otherwise - who wants to understand marketing without the hype. It focuses on the principles of marketing management - formulating, executing, and tuning strategy and tactics.

Strategic Marketing Management, 8th Edition: Amazon.co.uk ...

Strategic Market Management, helps managers identify, implement, prioritize,

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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 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses ...

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