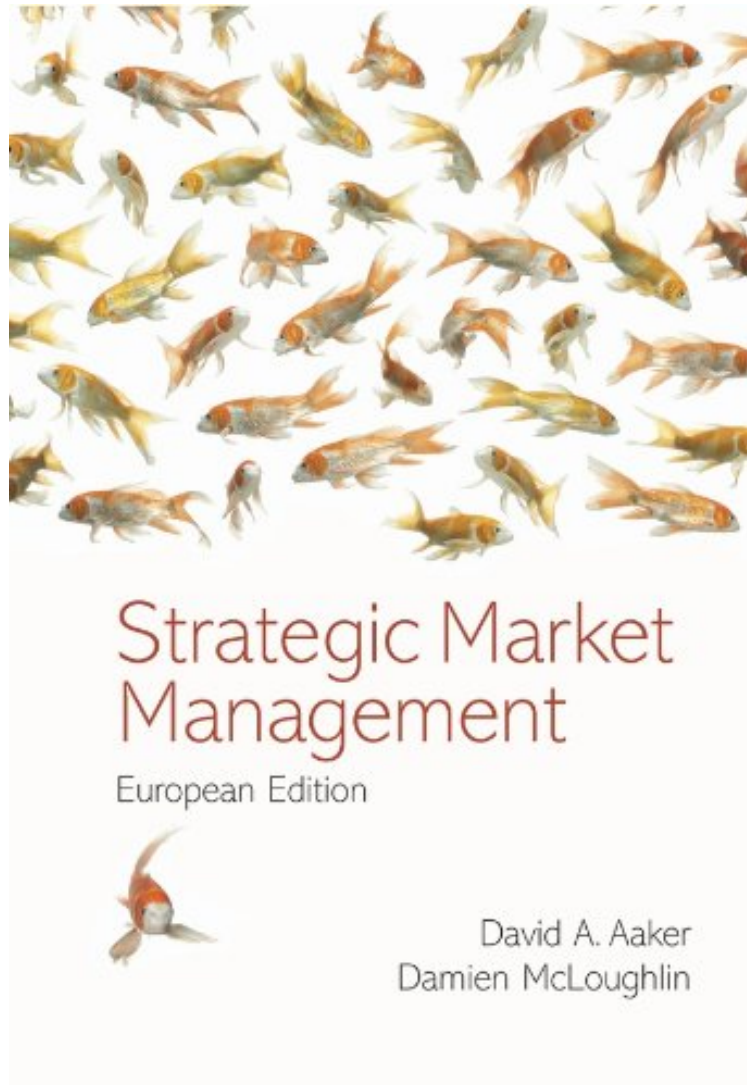


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Strategic Market Management: European Edition

David A. Aaker, Damien McLoughlin

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David A. Aaker, Damien McLoughlin : Strategic Market Management: European Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Market Management: European Edition:

7 of 7 people found the following review helpful. Provides overview of strategic management (8th Ed) By Amy Ong
This book is divided into 2 parts. Part I of the book (chapter 2 to 6) covers strategic analysis, with emphasis on customer, competitor, market, environmental and internal analysis. Part II (chapter 7 to 15) covers the development and implementation of strategy. For part I which covers both internal and external analysis, the 4P's of the marketing mix (product, price, place, promotion), this book merely scurries through the concepts. Instead I will recommend the book "Marketing" by Roger A. Kerin, et al, which provides more comprehensive approaches. However, the book

"Marketing" does not dwell on strategic management and this is where the strength of this book comes in. Part II provides insight into creation of sustainable competitive advantages and synergy, creation and leveraging of brand equity, approaches to handle strategic uncertainty in making strategic decisions, growth strategies and implementation strategies. There are multiple growth strategies available, such as energizing existing businesses, leveraging, creating new businesses and globalizing businesses. By identifying and constructing a company's business portfolio, such as classification of products or brands into cash cows, stars, dogs and problematic child according to the BCG growth-share matrix, the appropriate brand portfolio strategy can be employed, such as exiting, milking, divesting or expansion strategies. It further elaborates on the needs to prioritize and trim the brand portfolio, offering guidelines on the strategic brand consolidation process. In this digital era, I am surprised by the numerous grammar/typo errors found in this book and thereby implying a slack proof-reading process. However, since the main focus is on the quality of the contents, I found this book being able to offer an insight into the strategic aspects of management. 0 of 0 people found the following review helpful. Strategic management in turbulent times By Andre Litmanowicz A complete approach for strategic management, specially considering the constant change of business environment. 0 of 0 people found the following review helpful. Dense Reading But Marketing Strategy MBA Material By courtneylee This book was dense to read but I learned so much about marketing strategy from this book and my UC Berkeley Extension Marketing Strategy course. I definitely had to read this twice to make sure that I was digesting the material. What I liked about this book was that the author used well known global companies (Google, Cisco, Tesla, Gap, among others are mentioned) as examples for marketing strategy concepts.

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 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.

From the Back Cover "Unquestionably the most comprehensive treatment available on the subject. I found this book unique in its capacity to benefit executives, planning staff, and students of strategy alike." — Robert L. Joss, Dean of the Graduate School of Business, Stanford University The Leading Authority — Now Revised! Completely revised and updated, David Aaker's authoritative book approaches strategy development from an external perspective driven by a structured analysis of customers, competitors, market trends, and the broader environment. It shows how to build on strategic analysis to create business strategies that will be relevant and compelling to customers, sustainable to competitive attack, and draw on assets and competencies of the organization. Additional topics such as strategic investment, strategic positioning, growth options, global strategies, and organization building provide guidance to strategists. Highlights of this Seventh Edition include: Seven new cases include The Energy Bar Industry, Competing against Wal-Mart, Xerox: The Early Years, Hobart, Dove, Intel, and Samsung Electronics. New discussion questions, more than 65 in all, make the text an even more valuable classroom tool. New and revised coverage of such timely topics as emerging submarkets and the relevance challenge, the distinction between fads and trends, disruptive vs. sustaining innovation, and more. An emphasis on creating customer-oriented business strategies with a value proposition that is relevant, meaningful, and sustainable. About the Author David A. Aaker of University of California at Berkeley