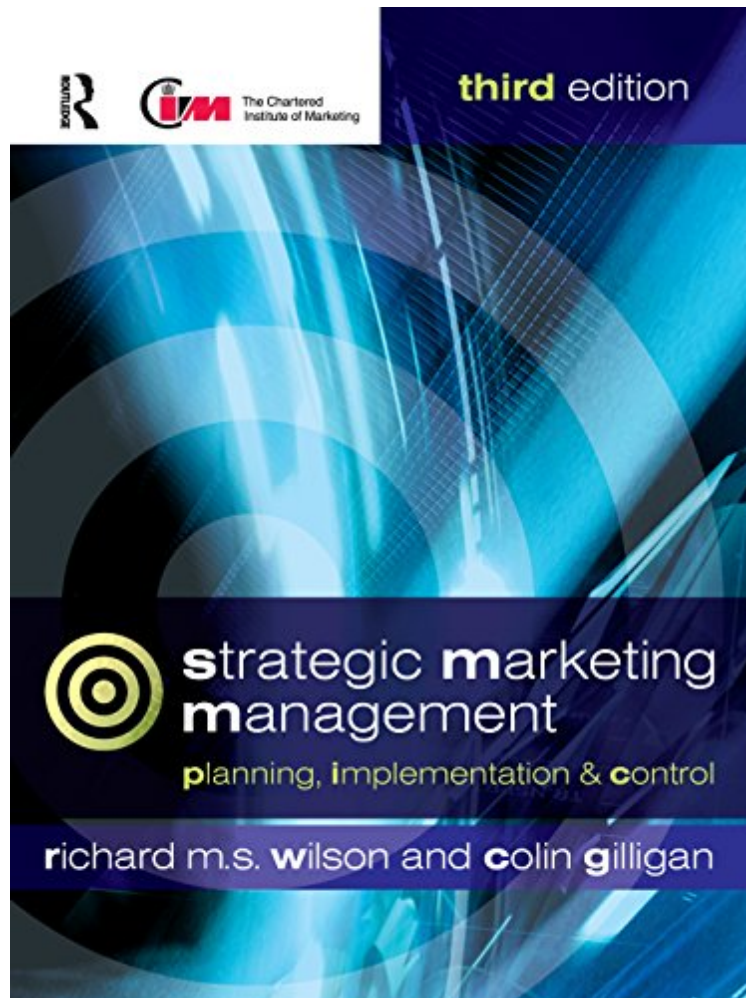


Strategic Marketing Management

Richard M.S. Wilson, Colin Gilligan

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As a strategy consultant, I have a lot of shelf space devoted to classic and new books on the subject. Hands-down, this is the single best reference book I own for modelling approaches, competitive strategies, strategic planning, and market analysis. Because the authors summarize the "world" of strategic thinking, I also refer to other books where I need more in-depth information, but this book is almost always my starting point for articulating a key concept or looking for a diagrammatic approach. The extensive bibliography also makes it easy to read more where desired. I still read the latest strategy books to come out, but by large I've found that there's nothing new under the sun. Even the "newest" thinking is just a recast of classic concepts, so a thorough reading of this book will provide a solid foundation for anyone serious about strategy and competitive planning. Highly recommended.
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0 of 0 people found the following review helpful. Great Marketing

TextBy CarlaMThis book was ordered as a supplemental text when studying my Post Graduate Diploma in CIM. Was very informative and in depth, although a few topics were not fully discussed and as such I had to refer to other texts for that info. Would definitely recommend especially for Post Grad CIM students.

This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step-by-step approach provides comprehensive coverage of the five key strategic stages: * Where are we now? - Strategic and marketing analysis * Where do we want to be? - Strategic direction and strategy formulation * How might we get there? - Strategic choice * Which way is best? - Strategic evaluation * How can we ensure arrival? - Strategic implementation and control This new revised and updated third edition has completely new chapters on 'The Nature and Role of Competitive Advantage' and 'The Strategic Management of the Expanded Marketing Mix', and extensive new material covering: * The changing role of marketing * Approaches to analysing marketing capability * E-marketing * Branding * Customer relationship management * Relationship management myopia * The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing - a strong emphasis on implementation, up to date mini cases, and questions and summaries in each chapter to reinforce key points. Widely known as the most authoritative, successful and influential text in the sector, the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing, and students of the CIM Diploma.

I can say unequivocally that this book is one of the best structured, comprehensive and, most important, readable texts available today. Professor Michael J Baker, University of Strathclyde From the Publisher This new, revised and updated edition builds on the strengths of the original text, making it essential reading for everyone studying the management of marketing. From the Back Cover The third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step-by-step approach provides comprehensive coverage of the five key strategic stages: * Where are we now? Strategic and marketing analysis * Where do we want to be? Strategic direction and strategy formulation * How might we get there? Strategic choice * Which way is best? Strategic evaluation * How can we ensure arrival? Strategic implementation and control The new revised and updated third edition has totally new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix, and extensive new material covering: * The changing role of marketing * Approaches to analysing marketing capability * E-marketing * Branding * Customer relationship management * Relationship management myopia * The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing: - a strong emphasis on implementation, up to date mini cases, and questions and summaries in each chapter to reinforce key points. Widely known as the most authoritative, successful and influential text in the sector the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing, and students of the CIM Professional Postgraduate Diploma.