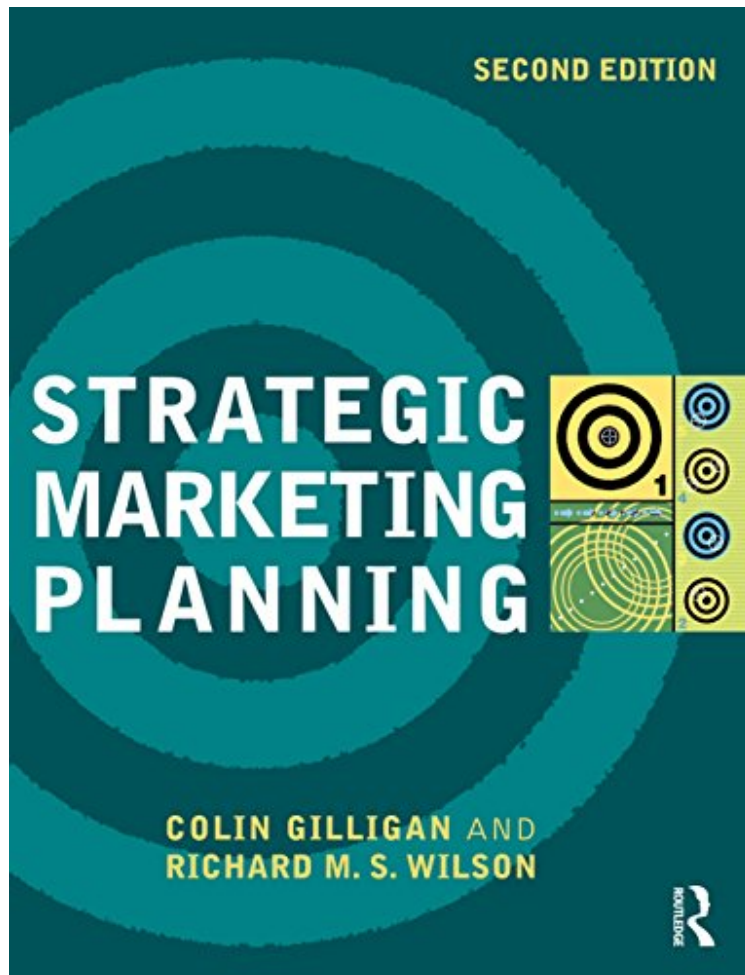


# Strategic Marketing Planning

*Richard M.S. Wilson*

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About the AuthorThe author/co-author of ten books, Colin Gilligan is Emeritus Professor of Marketing at Sheffield Hallam University and Visiting Professor of Marketing at Newcastle Business School as well as fellow of the Chartered Institute of Marketing. His particular interests are in the areas of strategic marketing, competitive differentiation, the leveraging of strategy and planning for an uncertain futureProfessor Richard M.S. Wilson, Emeritus Professor in the Business School and Visiting Professor in the Department of Information Science at Loughborough University UK. Visiting Professor at the University of Sao Paulo, Brazil