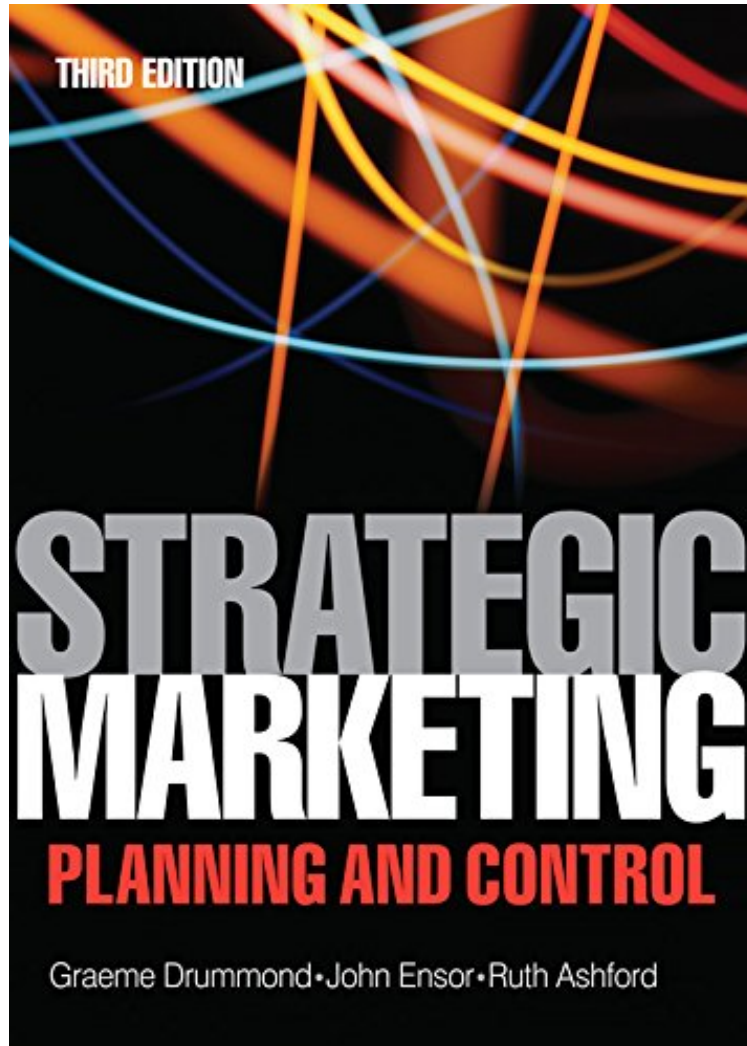


(Free and download) Strategic Marketing

Strategic Marketing

Graeme Drummond, John Ensor, Ruth Ashford
**Download PDF | ePub | DOC | audiobook | ebooks*



#1791280 in eBooks 2010-05-14 2010-05-14 File Name: B00BMS12YM | File size: 59.Mb

Graeme Drummond, John Ensor, Ruth Ashford : Strategic Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Marketing:

1 of 1 people found the following review helpful. Like the authors have been teaching marketing way to longBy DJI found this book to be an overly vague survey of various strategic planning topics. And many only vaguely related to marketing. Its written in a very academic and impractical manner. Like the authors have been teaching marketing way to long. I don't think it's very useful if you are an actual marketing coordinator or marketing manager, in the field. I would have found a less academic approach more useful as someone who works in marketing. How about a strategic framework to manage your email marketing strategy or other practical real life marketing discussions?...not in this book. I immediately sold the book after my marketing class was over, knowing I would never refer back to it.1 of 2 people found the following review helpful. Amazing insightsBy Mike P.This book is on my reading list for my study

"MSc in Strategic Management". Since I already work in this field since many years, I thought I know most of Strategic Marketing. This book proved me to be wrong! I can really recommend this book to everybody who wants to develop a strategic marketing plan. Mike P.

The completely revised and updated 3rd edition of the hugely successful Strategic Marketing: planning and control continues to provide a concise yet comprehensive synthesis of the key strategic marketing concepts. The text cuts through the complexity and jargon surrounding the subject and is tightly written to accommodate the reading time pressures on students. A clear, comprehensive and user-friendly text it provides an unrivalled digest of the tools, techniques and knowledge required to understand strategic marketing. Covering contemporary issues by exploring current developments in marketing theory and practice. It offers-
• Coverage of key developments in customer relationship management, business ethics, market-led orientation and resource/asset-based approaches to internal analysis and planning
• A highly exam focused approach which has been class tested and refined
• A new chapter offering a 'problem-based learning' (PBL) approach to the subject
• Thoroughly revised and updated case studies and vignettes of real world best practice throughout the text
Now established as one of the leading texts in the field Strategic Marketing 3rd edition will continue to be an essential learning tool for CIM students and marketing undergraduates and postgraduates. It will also be ideal for marketing professionals who want to improve their strategic knowledge and those on relevant executive courses.

From the Back Cover
The completely revised and updated 3rd edition of the hugely successful Strategic Marketing: planning and control continues to provide a concise yet comprehensive synthesis of the key strategic marketing concepts. The text cuts through the complexity and jargon surrounding the subject and is tightly written to accommodate the reading time pressures on students. A clear, comprehensive and user-friendly text it provides an unrivalled digest of the tools, techniques and knowledge required to understand strategic marketing. Covering contemporary issues by exploring current developments in marketing theory and practice. It offers-
• Coverage of key developments in customer relationship management, business ethics, market-led orientation and resource/asset-based approaches to internal analysis and planning.
• A highly exam focused approach which has been class tested and refined.
• A new chapter offering a 'problem-based learning' (PBL) approach to the subject.
• Thoroughly revised and updated case studies and vignettes of real world best practice throughout the text
Now established as one of the leading texts in the field Strategic Marketing 3rd edition will continue to be an essential learning tool for CIM students and marketing undergraduates and postgraduates. It will also be ideal for marketing professionals who want to improve their strategic knowledge and those on relevant executive courses.
About the Author
Graeme has a background in management consultancy, and is now a full-time Lecturer in Marketing at Napier University Business School, Edinburgh. He teaches a wide range of undergraduate, professional (CIM) and postgraduate marketing courses and acts as Programme Leader for Napier's MSc. Marketing programme. He has an honours degree in Engineering and an MBA (both from Heriot-Watt University). Graeme's current research interests focus on developing market orientation within public sector organisations and has recently published (with J Ensor): 'Marketing orientation applied to police service strategies', International Journal of Public Sector Management. Vol. 13 No. 6
John is Head of the School of Marketing and Tourism at Napier University Business School, Edinburgh. John has an MBA from Cranfield Business School, is a Fellow and has Chartered Status of the Institute of Marketing. Apart from this academic background he has considerable business experience in the retail sector. He has undertaken consultancy and led training programmes in a wide range of organisations both in the public and private sector. John's main research interests lie in the area of creativity and innovation in knowledge based service industries.
Ruth is a Principal Lecturer in Marketing and Public Relations at Manchester Metropolitan University Business School. She is the Undergraduate Programme Co-ordinator for a network of newly developed marketing and retail related degrees and is Senior Examiner for the Chartered Institute of Marketing's Advanced Certificate Stage 2 Marketing Planning paper, having previously been the Senior Examiner for the Marketing Fundamentals paper. Ruth is also the Principal Examiner for University of Cambridge International Examinations for the Business Career awards (Effective Business Communications papers). Ruth teaches on a range of programmes including the MA in Public Relations and undergraduate programmes in Marketing Management, Retail Management, Advertising and Brand Management. Ruth co-authors on a number of the CIM Coursebooks published by Butterworth-Heinemann, including Marketing Planning 03/04 by Beamish and Ashford. Prior to entering academe, she was based in a management role, gaining marketing experience within the NHS and Business to Business sectors. Ruth has been awarded a PhD, which examines the area of Perceived Risk and Dental Services, from Lancaster University. Previous publications include journal papers on Marketing and Dentistry, Education Marketing, Perceived risk in the public sector, supply chain and relationship management, and educational assessment.