

Strategic Marketing

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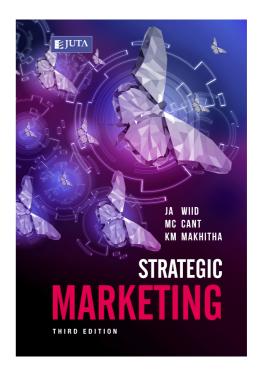
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About this Publication:

All organisations — from modest start-ups to multinational corporations — can benefit from an effective marketing strategy, as it serves as a roadmap for the entire business. By formulating a coherent and well-considered marketing strategy, organisations can promote their business, cater to the right types of clients and allocate their resources correctly, all while safeguarding the reputation of the organisation.

Strategic Marketing is structured around the four key questions facing organisations and top management when deciding on their strategic direction: Where are we now; where do we want to be; how will we get there; and did we get there?

Contents Include:

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•	Chapter 2	Analysis of the external marketing or business environment
•	Chapter 3	Customer analysis
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Of Interest and Benefit to:

• Undergraduate marketing students.