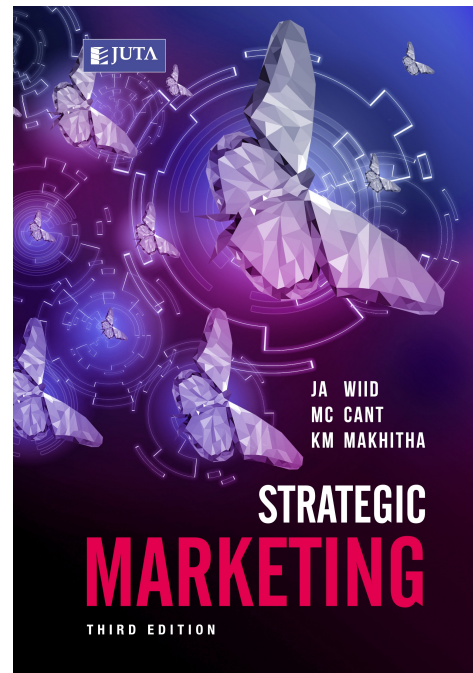


Strategic Marketing

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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:

- Chapter 1 Overview of strategic marketing
- Chapter 2 Analysis of the external marketing or business environment
- Chapter 3 Customer analysis
- Chapter 4 Market analysis
- Chapter 5 Analysing competitors
- Chapter 6 Internal environmental analysis
- Chapter 7 Marketing strategy and metrics
- Chapter 8 Sustainable competitive advantage
- Chapter 9 Customer experience management as a marketing strategy
- Chapter 10 Market strategies
- Chapter 11 Product life cycle and branding strategies
- Chapter 12 Competitive market strategies
- Chapter 13 Going global
- Chapter 14 Refocusing the business
- Chapter 15 Leveraging the business
- Chapter 16 Selecting the strategies for the way forward
- Chapter 17 Strategy implementation and control
- Chapter 18 Branding
- Chapter 19 Electronic marketing strategies

Of Interest and Benefit to:

- Undergraduate marketing students.