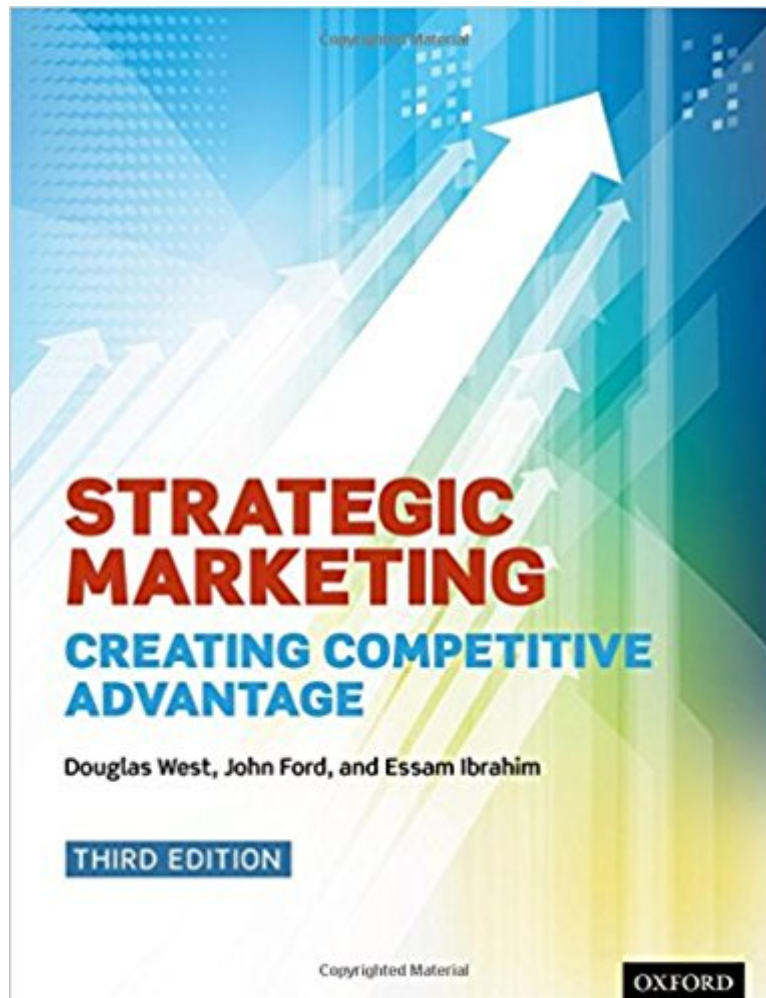




Ebook Directory
the best source of ebook

The book was found

Strategic Marketing: Creating Competitive Advantage



Synopsis

The new edition of Strategic Marketing examines key aspects of traditional marketing strategy combined with the presentation of a synthesis of recent thinking on the subject. The key focus of the text is how companies create and sustain competitive advantage through the employment of marketing strategies.

Book Information

Paperback: 571 pages

Publisher: Oxford Univ Pr (Sd); 3rd UK ed. edition (June 2, 2015)

Language: English

ISBN-10: 019968409X

ISBN-13: 978-0199684090

Product Dimensions: 1.2 x 7.5 x 9.5 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #486,006 in Books (See Top 100 in Books) #106 in Books > Textbooks > Business & Finance > Sales #708 in Books > Textbooks > Business & Finance > Marketing #1299 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

This is one of the best written and most lively books on Strategic Marketing. Logical, concise, and to the point; it stretches students to think which is refreshing. - Mike Flynn, University of Gloucestershire Business School

Douglas West is Professor of Marketing, King's College London. Prior to this he was Professor of Marketing at Birmingham Business School, and Director of the MARCOMS Research Centre at the University of Westminster. Previously he has held positions at South Bank, Henley Management College, and the University of Calgary. John Ford is Professor and Eminent Scholar at Old Dominion University in Norfolk, Virginia. He specializes in international marketing strategic issues, and his specific interests in research include cross-cultural advertising and marketing research issues. Essam Ibrahim is Coordinator of PhD Marketing Degree at the University of Edinburgh Business School. Prior to this he has taught and researched marketing at the University of Strathclyde, Manchester Metropolitan University, Huddersfield University, and Cairo University.

[Download to continue reading...](#)

Strategic Marketing: Creating Competitive Advantage Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Strategic Procurement: Organizing Suppliers and Supply Chains for Competitive Advantage Essentials of Strategic Management: The Quest for Competitive Advantage (Irwin Management Essentials of Strategic Management: The Quest for Competitive Advantage Strategic Management: A Competitive Advantage Approach, Concepts and Cases (16th Edition) Strategic Management: A Competitive Advantage Approach, Concepts & Cases (15th Edition) Strategic Management and Competitive Advantage: Concepts (5th Edition) Strategic Management and Competitive Advantage: Concepts and Cases (5th Edition) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Competitive Advantage: Creating and Sustaining Superior Performance Strategic Management: Creating Competitive Advantages Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Warren Buffett and the Interpretation of Financial Statements: The Search for the Company with a Durable Competitive Advantage

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)