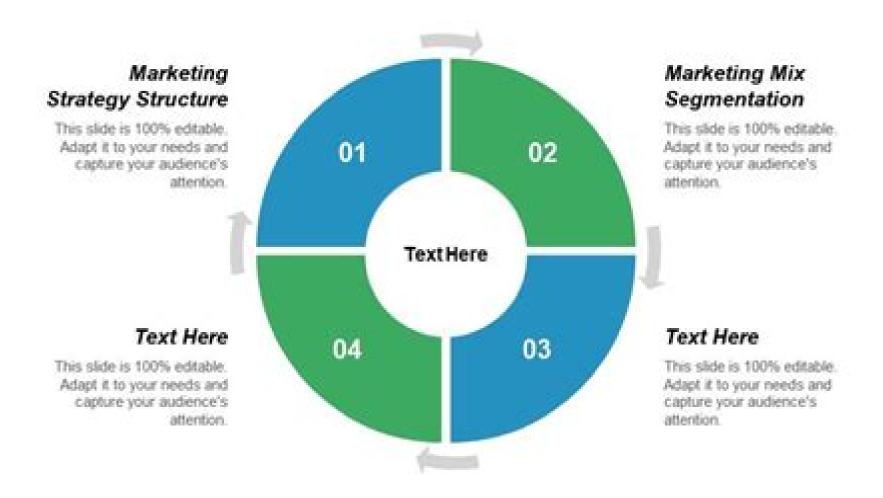
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Marketing Strategy And Structure

Venkatesh Shankar, Gregory S.
Carpenter, James Farley/Booz Allen
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Handbook of Marketing Strategy Venkatesh Shankar, Gregory S. Carpenter, James Farley/Booz Allen Hamilton, 2012 This authoritative comprehensive and accessible volume by leading global experts provides a broad overview of marketing strategy issues and questions including its evolution competitor analysis customer management resource allocation dynamics branding advertising multichannel management digital marketing and financial aspects of marketing The Handbook comprises seven broad topics Part I focuses on the conceptual and organizational aspects of marketing strategy while Part II

deals with understanding competition Customers and customer based strategy marketing strategy decisions and branding and brand strategies are covered in the next three parts while Part VI looks at marketing strategy dynamics The final part discusses the impact of marketing strategy on performance variables such as sales market share shareholder value and stakeholder value All of the chapters in this Handbook offer in depth analyses of research developments provide frameworks for analyzing key issues and highlight important unresolved problems in marketing strategy Collectively they provide a deep understanding of and key insights into the foundations antecedents and consequences of marketing strategy This compendium is an essential resource quide for researchers doctoral students practitioners and consultants in the field of marketing strategy Marketing of High-technology Products and Innovations Jakki J. Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorugh overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts The Marketing Plan John Westwood, 2002 A well devised marketing plan can improve a company s performance and should be the focus of all marketing aims proposals and activities This practical guide should clarify the complexities faced by those responsible for compiling a plan and sets out clear guidelines on how to go about this Marketing Theory Jagdish N. Sheth, Atul Parvatiyar, Can Uslay, 2024-11-13 Presents a comprehensive and up to date task account of the evolution and underlying rationale of marketing theories Marketing is a dynamic discipline subject to evolutionary changes over time Over the years many schools of marketing thought have enriched the discipline Today some of the schools are only found in history books while others have transformed into new modern schools of thought shaped by changing marketing contexts and the emergence of digital technology Marketing Theory examines 16 schools of marketing thought that emerged evolved and dominated the marketing discipline over the course of a century Written by a team of noted experts this acclaimed book provides in depth evaluations of each school utilizing a rigorous metatheoretical framework based on scientific criteria such as syntax semantics and pragmatics In this new global expanded edition Marketing Theory identifies four new schools of marketing thought that have emerged in the past 30 years each with separate chapters devoted to their assessment It remains a must read book for doctoral students in marketing as well as young scholars and practitioners who want to understand the rationale and theoretical tenets of the various schools and contextualize their role in developing contemporary marketing theory New to this Edition New chapters on four new schools of marketing thought New content on contenders for a general theory of marketing Market Orientation Service Dominant Logic Rule of Three Theory and Resource Advantage R A Theory of Competition New and expanded coverage of Relationship Marketing with greater emphasis on R A Theory Now includes insightful questions for analysis and advanced level discussions for every chapter Wiley Advantage Covers the main concepts and principles underlying marketing theory and practice Provides a comprehensive typology for the 16 major schools of marketing thought Describes concepts and axioms

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