

Market-Led Strategic Change: Transforming the Process of Going to Market

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Market Led Strategic Change

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Change Nigel F. Piercy, 2017 Market-Led Strategic Change Nigel F. Piercy, 2016-11-03 Market Led Strategic Change 5th edition has been fully revised and updated to reflect the realities of 21st century business and the practical issues for managers in the process of going to market The world of business has changed dramatically with a more complex environment more demanding customers and radical new ways of going to market This textbook develops a value based strategy examining the roles of market sensing customer value organizational change and digital marketing in the implementation of strategy This much anticipated new edition has been carefully updated now with Nigel Piercy's unique and clear sighted views on the latest developments in marketing strategy retaining Piercy's insightful witty and provocative style The text is supported throughout with brand new case studies from globally recognised companies such as Uber and Volkswagen and covering topical issues such as the legalisation of marijuana and reinventing the healthcare business Lecturers are assisted with a newly expanded collection of support materials including PowerPoint slides for each chapter suggested frameworks for using the case studies in teaching and case studies from previous editions If you're an ambitious marketing student or practitioner whether you are new to strategic change through marketing or just want a different view this is the book for you Lecturers will find this engaging funny thought provoking but always practical textbook is a sure way to get your students thinking and enthused Market-Led Strategic Change Nigel Piercy, 2008-10-30 The fourth edition of the best seller Market Led Strategic Change confronts the real issues companies face in going to market effectively and profitably including corporate social responsibility marketing under siege dominant customers and much else besides In his witty and direct style Nigel Piercy takes into account state of the art thinking including nine new case studies providing

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