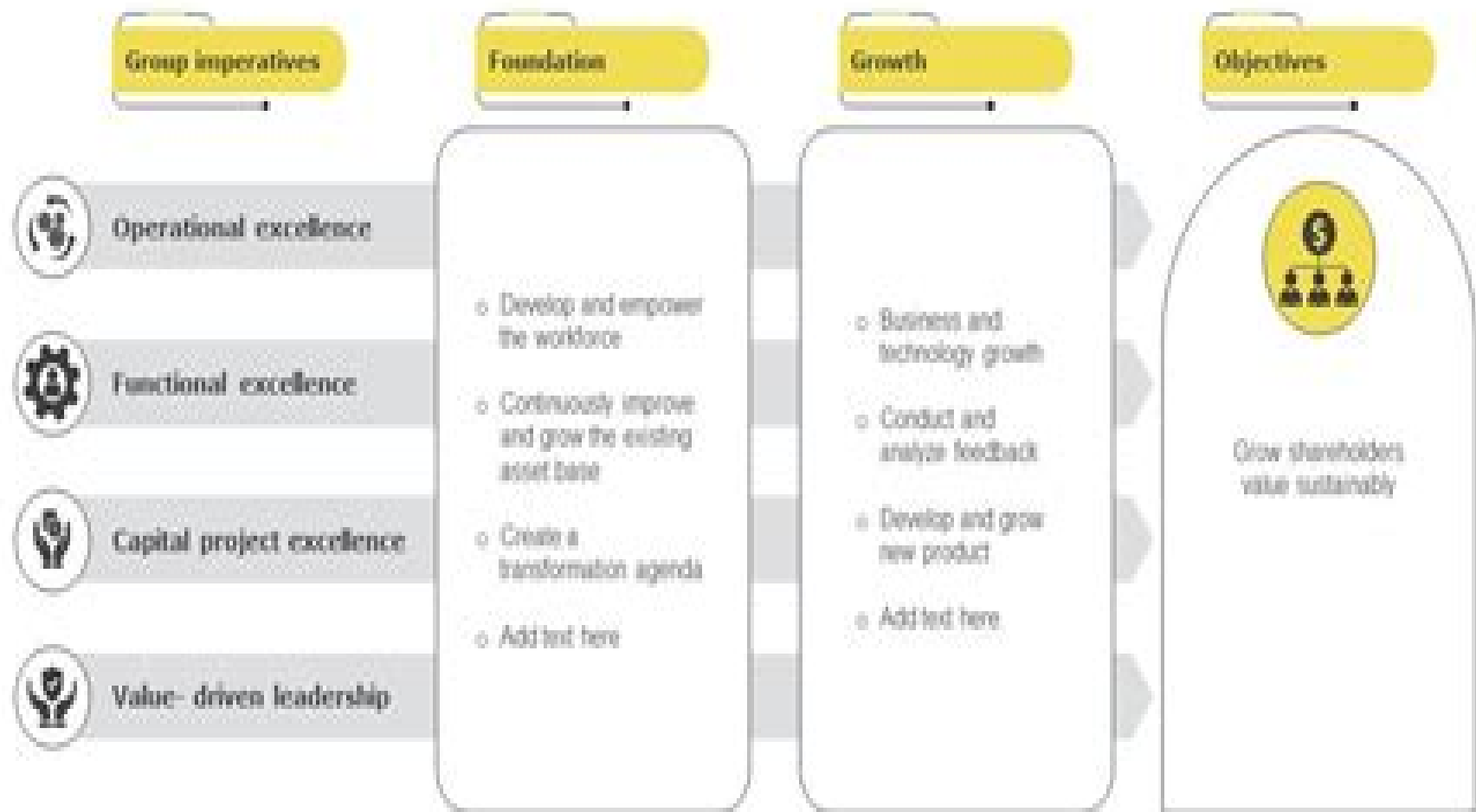


Value based management strategic model

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Marketing Management A Strategic Value Based Approach

Francis Buttle, Stan Maklan



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Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrich, INSEAD; Veronica Wong, Aston Business School; John Quelch, Harvard Business School; Susan Hart, Strathclyde Graduate Business School; SGBS; Michael Baker, Emeritus Professor, SGBS; Tim Ambler, London Business School; Tony Cram, Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

Strategic Marketing Management, 11th Edition Alexander Chernev, 2025-06-01 Strategic Marketing Management presents the core principles of marketing strategy through a structured approach to marketing management. It provides a clear framework and practical tools that help managers apply theory to real world business challenges and seize market opportunities. The book blends theoretical depth with practical application to strengthen the marketing capabilities of a wide range of professionals, whether they are developing new market offerings or refining existing ones, launching startups or working within established firms or managing individual products, services and brands or leading at the executive level. Its concise format also makes it well suited as a textbook for MBA Executive MBA and Executive Education programs.

Strategic Marketing Management Richard M.S. Wilson, Colin Gilligan, 2012-08-06 This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step by step approach provides comprehensive coverage of the five key strategic stages: Where are we now? Strategic and marketing analysis. Where do we want to be? Strategic direction and strategy formulation. How might we get there? Strategic choice. Which way is best? Strategic evaluation. How can we ensure arrival? Strategic implementation and control. This new revised and updated third edition has completely new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix and extensive new material covering The changing role of marketing, Approaches to analysing marketing capability, E marketing, Branding, Customer relationship management, Relationship management myopia, The decline of loyalty. The book

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Strategic Marketing Management - The Framework, 10th Edition Alexander Chernev, 2019-01-01 Strategic Marketing Management The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products services and brands

Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book Specifically we discuss the role of marketing management as a value creation process the essentials of marketing strategy and tactics as the key components of a company's business model and the process of developing an actionable marketing plan Part Two focuses on understanding the market in which a company operates Specifically we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities Here we focus on three fundamental aspects of a company's marketing strategy the identification of target customers the development of a customer value proposition and the development of a value proposition for the company and its collaborators The discussion of the strategic aspects of marketing management includes an in depth analysis of the key principles of creating market value in a competitive context The next three parts of the book focus on the marketing tactics viewed as a process of designing communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company's

offerings Part Six explores the role of distribution channels in delivering the company's offerings to target customers by examining the value delivery process both from a manufacturer's and a retailer's point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

Marketing Management Christie L. Nordhielm, Marta Dapena Baron, 2014-01-07 Marketing Management The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way The use of well known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems The framework constitutes a disciplined approach to connecting marketing variables to each other inextricably linking marketing strategy concepts with their executional implications

New Tourism Ventures Dimitri Tassiopoulos, 2008 An entrepreneurial and managerial approach Continual increases in wealth and leisure time have given a sharp rise to tourism which resulted in the rapid development of tourism related ventures such as hotels bed and breakfast accommodation travel agencies restaurants theme parks event companies resorts tourist guides and tour operators to mention a few New Tourism Ventures An Entrepreneurial and Managerial Approach provides a definitive grounding of how to create and manage such tourism ventures It takes an entrepreneurial and managerial approach to the subject underpinning the various concepts associated with entrepreneurship and demonstrating the linkages of the subject with the tourism economy within the context of international best practice and research

Marketing Management: Theory and Practice, 2nd Edition Alexander Chernev, 2025-09-15 Marketing Management Theory and Practice provides a systematic overview of the fundamentals of marketing theory defines the core principles of marketing management and presents a value based framework for developing viable market offerings This theory is grounded in the view of marketing as a value creation process essential to any business enterprise The discussion of marketing theory is complemented by practical tools that help managers apply the generalized frameworks to address specific business challenges and capture market opportunities The marketing theory outlined in this book applies to a broad range of companies startups and established enterprises consumer packaged goods companies and business to business firms high tech and low tech ventures online and brick and mortar businesses product manufacturers and value added service providers as well as nonprofit and profit driven organizations This book combines theoretical rigor with practical

relevance to strengthen the marketing skills of a wide spectrum of business professionals from those creating new market offerings to those enhancing existing ones from entrepreneurs launching new ventures to managers in established corporations and from product managers to senior executives *Handbook of Strategic Account Management* Diana Woodburn, Kevin Wilson, 2014-03-17 A compilation of the established knowledge in strategic account management While companies and academics expend tremendous effort on mass marketing they often overlook their immediate customers which are critical in both senses and hence the importance of strategic account management SAM This handbook is a compilation of papers that present researched knowledge of SAM across the academic community which fills a void in the existing academic literature Handbook of Strategic Account Management identifies drivers of the SAM approach key issues and success factors operational needs and areas still awaiting exploration Each paper includes an overall referenced summary of the tenets of SAM relevant to the area it reports and together with the combined list of references it creates an indispensable resource for academic readers students and researchers Handbook of Strategic Account Management is written by over 40 knowledgeable experts with substantial experience of SAM from teaching researching writing and advising companies on why and how it works spread widely across Europe and the US It represents the balanced researched body of knowledge in SAM and will be an invaluable resource to anyone exploring the approach whether for a student thesis for original research or for answers on how to approach SAM as a company initiative Today's strategic key and global account management professionals owe thanks to a small community of academic researchers who over the past three decades have been pioneers in identifying cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management This Handbook is an important milestone to mark SAM's still evolving impact on corporate business strategies and its ever increasing relevance as a proven engine for growth in business to business strategic customer relationships Bernard Quancard President CEO of SAMA US based Strategic Account Management Association with over 3 000 members worldwide Yana Atanasova Bjorn Ivens Toni Mikkola Ivan Snehota Audrey Bink Ove Jensen Stefanos Mouzas Kaj Storbacka Per Olof Brehmer Robert Krapfel Peter Naud Olavi Uusitalo Noel Capon Antonella La Rocca Jukka Ojasalo Tom Vanderbiesen Simon Croom Sylvie Lacoste Catherine Pardo Stefan Wengler Osman Gök Nikala Lane Nigel Piercy Kevin Wilson Paolo Guenzi Rgis Lemmens Michael Pusateri Diana Woodburn Stephan Henneburg Tommi Mahlamäki Jakob Rehme John Workman Sue Holt Malcolm McDonald Sanjiv Sengupta George Yip Christian Homburg Florin Mihoc Christoph Senn Judy Zolkiewski **The Marketing Book** Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the

supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

Customer Relationship Management Francis Buttle, Stan Maklan, 2019-04-24 Customer Relationship Management Fourth Edition continues to be the go to CRM guide explaining with unrivalled clarity what CRM is its uses benefits and implementation Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition retention and development Theoretically sound and managerially relevant the book is liberally illustrated with examples of technology applications that support marketing sales and service teams as they interact with customers but assumes no deep technical knowledge on the reader's part The book is structured around three core types of CRM strategic operational and analytical and throughout each chapter case illustrations of CRM in practice and images of CRM software demystify the technicalities Ideal as a core textbook for advanced undergraduate and postgraduate students on CRM or related courses such as relationship marketing digital marketing customer experience management or key account management the book is equally valuable to industry professionals managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing sales or service management NEW TO THIS EDITION New and updated international case illustrations throughout New and updated screenshots from CRM applications Fully updated to reflect the evolving CRM landscape including extended coverage of Big data and its influence on CRM Artificial intelligence AI Advances in CRM analytics The relationships between CRM and customer experience management The role of social media in customer management strategy Real time marketing Chatbots and innovative customer self service Privacy and data security Updated lecturer support materials online

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Elgar Encyclopedia of Pricing Andreas Hinterhuber,2024-07-05 The *Elgar Encyclopedia of Pricing* presents a holistic view of cutting edge topics practical insights and global perspectives on pricing In depth entries cover everything from behavioral pricing and artificial intelligence to sustainability pricing strategies and dynamic online pricing

Integration and Clustering for Sustainable Economic Growth Elena G. Popkova,Valentina E. Sukhova,Aleksey F. Rogachev,Yulia G. Tyurina,Olga A. Boris,Valentina N. Parakhina,2017-02-28 This book describes the importance of integration and clustering in creating sustainable economic growth Modern economic conditions demonstrate the need for

governmental stimulation of cluster initiatives in entrepreneurship and make it necessary to study the experience of developed countries in the sphere of stimulation of cluster initiatives in entrepreneurship and to offer recommendations for improving the system of state stimulation of these initiatives The authors conclude that at present innovational economy is an economic system that functions on the basis of business networks as this model offers innovational cooperation between specialists from various scientific and technical spheres between organizations of various sizes large medium and small and between groups of various types of companies Cluster strategy in modern global practice is one of the most important tools of public policy for increasing the competitiveness of national economies This means that the most competitive spheres develop on the basis of the cluster principle and support for cluster building increases a country s economic competitiveness

Introductory Profit Planning and Control Wonlop Buachoom, **CIM Post-grad Diploma** BPP Learning Media,2012-06 A core text book for the CIM Qualification **EBOOK: Principles and Practice of Marketing, 9e** David Jobber,Fiona Ellis-Chadwick,2019-08-01 EBOOK Principles and Practice of Marketing 9e

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