



Competitive Alternatives

If you didn't exist, what would customers use?



Key Unique Attributes

What features/ capabilities do you have that alternatives do not?



Value

What value do the attributes enable for customers?



Customers that Care

Who cares a lot about that value?



Market you Win

What context makes the value obvious to your target segments?

Marketing Research Aust

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Thiele, David Waller, Edward
Bentrott, Siobhan Hatton-Jones, Pete
Jeans, Stephanie Joshua
Anandappa, Pauline Campbell**

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The Sage Handbook of Political Marketing

Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos, 2025-08-07 The Sage Handbook of Political Marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world The practice of political marketing has evolved significantly during the 20th and 21st centuries adapting to the rise of mass media marketing communication advertising and the web Traditionally dominated by US European and Australasian scholars the field has up to now emphasized the Americanisation and professionalisation of campaigning styles Since the start of the new millennium however political marketing has transformed into a data driven specialized profession With increasing digitalisation and the advent of AI political marketing involves personally targeted evidence based messaging with real time engagement and sentiment analysis This approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide The handbook addresses the global perspectives on political marketing covering a myriad of contexts cultures and regimes It encompasses insights into political marketing in regions seldom discussed in the literature including Zimbabwe Japan India Hong Kong and Ukraine These chapters enrich the debate on political marketing s impact on democracies and its use in non democratic societies Organized into four parts the handbook covers strategy propaganda digital evolution ideology and contemporary practices in political marketing It explores topics such as the marketing of ideology the impact of the internet and social media the use of AI in political marketing and the role of fake news and disinformation in campaigns The handbook addresses the use of political marketing techniques in crisis management political branding the measurement of political marketing effects and political marketing use outside of electoral campaigns The Sage Handbook of Political Marketing is an essential resource for scholars practitioners students and politicians in general seeking to understand the complexities of political marketing It provides a comprehensive and

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Armstrong,2015-05-20 The ultimate resource for marketing professionals Today s marketers are challenged to create vibrant interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world Marketing in its 9th Australian edition continues to be the authoritative principles of marketing resource delivering holistic relevant cutting edge content in new and exciting ways Kotler delivers the theory that will form the cornerstone of your marketing studies and shows you how to apply the concepts and practices of modern marketing science Comprehensive and complete written by industry respected authors this will serve as a perennial reference throughout your career **Applied Business**

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Global Political Marketing Jennifer Lees-Marshment,Chris Rudd,Jesper Stromback,2009-10-16 There is increasing awareness of growing similarities in political marketing practices around the world Global political marketing is a comprehensive analysis of why how and with what affect parties use political marketing in a range of political systems presidential parliamentary two and multi party and established and emerging democracies Written by a team of 25 international expert authors the volume explores the impact of systemic features such as the party and electoral system

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Marketing, 6th Edition Greg Elliott, Sharyn Rundle-Thiele, David Waller, Edward Bentrott, Siobhan Hatton-Jones, Pete Jeans, Stephanie Joshua Anandappa, Pauline Campbell, 2023-10-23 Designed for first year students Elliott's Marketing 6th Edition offers students the perfect mix of marketing theory strategy and practice This concise yet comprehensive title contains an abundance of real world insights explanatory diagrams and practical examples to clarify foundational marketing concepts Students using Marketing 6th Edition will gain understanding and the requisite tools to practically apply their knowledge and skills throughout their careers

Overseas Business Reports, 1989

Destination Marketing Steven Pike, 2012-08-06 The tourism market is fiercely competitive No other market place has as many brands competing for attention and yet only a handful of countries account for 75% of the world's visitor arrivals The other 200 or so are left to fight for a share of the remaining 25% Therefore destination marketers at city state and national levels have arguably a far more challenging role than other services or consumer goods marketers Destination Marketing an integrated marketing communication approach focuses on the five core tenets of integrated marketing communications These embody both the opportunities and challenges facing Destination Marketing Organisations DMOs and are 1 Profitable customer relationships 2 Enhancing stakeholder relationships 3 Cross functional processes 4 Stimulating purposeful dialogue with customers and 5 Generating message synergy The author seeks to provide a rationale for DMOs to develop a structure roles and goals of DMOs to examine the key challenges and constraints facing DMOs to impart a destination branding process to develop a philosophy of integrated marketing communications to lead the emergence of visitor and stakeholder relationship management and to set forth options for performance measurement

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The Routledge Companion to Marketing History D.G. Brian Jones, Mark Tadajewski, 2016-01-29 The Routledge Companion to Marketing History is the first collection of readings that surveys the broader field of marketing history including the key activities and practices in the marketing process With

contributors from leading international scholars working in marketing history this companion provides nine country specific histories of marketing practice as well as a broad analysis of the field including the histories of advertising retailing channels of distribution product design and branding pricing strategies and consumption behavior While other collections have provided an overview of the history of marketing thought this is the first of its kind to do so from the perspective of companies industries and even whole economies The Routledge Companion to Marketing History ranges across many countries and industries engaging in substantive detail with marketing practices as they were performed in a variety of historical periods extending back to ancient times It is not to be missed by any historian or student of business

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