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• Describe the alternatives for organizing a marketing department and the role of a product manager.

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Strategic Marketing (MCGRAW HILL/IRWIN SERIES IN MARKETING) [David Cravens, Nigel Piercy] on Amazon.com. \*FREE\* shipping on qualifying offers. Strategic Marketing 8/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The authors examine many components of a market-driven strategy

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### **Strategic Marketing Management: The McGraw-Hill Executive**

Hill McGraw-Hill Irwin. Table of Contents Preface iv About the Authors xi PART ONE STRATEGIC MARKETING 1 t Chapter One New Challenges for Market-Driven Strategy 2 Market-Driven Strategy 4 Characteristics of Market-Driven Strategies 4 Classifying Capabilities 8 Creating Value for Customers 9 Becoming Customer Driven 9 Corporate, Business, and Marketing Strategy 10 Corporate, Business, and ...

### **Strategic Marketing - GBV**

© 2001 McGraw-Hill Australia PPT slides t/a Rix, Marketing: A Practical Approach 4th ed 15-2 Strategic Planning n The managerial process of matching an organisation's ...

### **Strategic Marketing Management Process**

PPT 5-10 Steps in the Strategic Retail Planning Process 1. Define the business mission 2. Conduct a situation audit: Market attractiveness analysis

### **Retail Marketing Strategy - dl4a.org**

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## **Marketing - epikentro.gr**

facets. You will be introduced to other aspects of marketing, such as: 1) Marketing Strategy, 2) Promotion, 3) Market Planning, 4) Distribution, 5) Industrial Marketing, 6) Retailing and Wholesaling, 7) Target Marketing, 8) International Marketing, 9) Market Segmentation, 10) Services Marketing, and 11) Pricing.

## **Principles of Marketing Syllabus - Penn State York | Homepage**

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## **Ninth Edition David W. Cravens Nigel F. Piercy**

Marketing Strategy: A Decision-Focused Approach, 2013, 384 pages, Orville Walker, John Mullins, 0078028949, 9780078028946, McGraw-Hill Education, 2013

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