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Nota di contenuto	Book Cover; Title; Contents; List of figures; List of exhibits; Preface; Marketing strategy: introduction and overview; Portfolio analysis; Analysis of the business enterprise; Industry analysis; Market analysis; Analysing competition; Analysing the business environment; Analysing the customer in the market place; Sustainable competitive advantage and generic strategies; Segmentation, targeting and positioning; Marketing mix strategy; Growth strategies: product-market expansion; Facilitating the implementation of strategies; Marketing planning and implementing marketing strategy; Bibliography Further reading Index
Sommario/riassunto	A fresh and thorough examination of competitive marketing strategy. This new introductory text highlights the importance of adopting new marketing practices to reap most benefit from the business opportunities of the twenty-first century.