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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	PART 1: Marketing strategy -- 1. Market-led strategic management -- 2. Strategic marketing planning -- PART 2: Competitive market analysis -- 3. The changing market environment -- 4. Customer analysis -- 5. Competitor analysis -- 6. Understanding the organisational resource base -- PART 3: Identifying current and future competitive positions -- 7. Segmentation and positioning principles -- 8. Segmentation and positioning research -- 9. Selecting market targets -- PART 4: Competitive positioning strategies -- 10. Creating sustainable competitive advantage -- 11. Competing through the new marketing mix -- 12. Competing through innovation -- 13. Competing through superior service and customer relationships -- PART 5: Implementing the strategy -- 14. Strategic customer management and the strategic sales organisation -- 15. Strategic alliances and networks -- 16. Strategy implementation and internal marketing -- 17. Corporate social responsibility and ethics -- PART 6: Conclusions -- 18. Twenty-first century marketing.