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Descrizione fisica	1 online resource (269 pages) : illustrations
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Soggetti	Marketing Statistics Leadership Statistics for Business, Management, Economics, Finance, Insurance Business Strategy/Leadership
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Presentations - Conveyer Belt of Your Success -- Vision - Mission - Goals -- Concepts for the Development of Strategies -- Strategic Analysis Tools -- Forecasting Methods -- Customer Value Models -- Creative Methods -- Innovative Project Management Tools -- Budgeting Concepts -- Strategic and Operational Marketing Plan -- Change Management Tools.
Sommario/riassunto	Modern marketing managers need intuitive and effective tools not just for designing strategies but also for general management. This hands-on book introduces a range of contemporary management and marketing tools and concepts with a focus on forecasting, creating stimulating processes, and implementation. Topics addressed range from creating a clear vision, setting goals, and developing strategies, to implementing strategic analysis tools, consumer value models, budgeting, strategic and operational marketing plans. Special attention is paid to change management and digital transformation in the marketing landscape. Given its approach and content, the book offers a valuable asset for all professionals and advanced MBA students looking

for 'real-life' tools and applications.
