Record Nr. UNINA9910451598203321 Autore Paley Norton Titolo The marketing strategy desktop guide [[electronic resource] /] / Norton Paley London,: Thorogood, c2007 Pubbl/distr/stampa 1-281-20527-3 **ISBN** 9786611205270 1-85418-621-3 1-4356-3160-9 Edizione [2nd ed.] Descrizione fisica 1 online resource (266 p.) Collana Desktop Guide Disciplina 658.8 Soggetti Marketing - Management Marketing - Planning Strategic planning Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto About the author; Icons; Contents; Introduction; 1. How to manage marketing in the 21st century; 2. How to manage your marketing strategy (Part 1); 3. How to manage your marketing strategy (Part 2); 4. How to manage your competitor intelligence; 5. How to manage your strategic marketing plans; 6. How to manage your markets: The power of segmentation; 7. How to manage your product strategy; 8. How to manage your communications strategy; 9. How to manage your pricing strategy; 10. How to manage your distribution strategy; 11. How to think like a strategist Sommario/riassunto A valuable handbook on all aspects of marketing strategy, this essential book includes examples drawn from the world's most successful companies and provides key models to help you develop competitive

strategies for the internet age.