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Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures; Tables; Introduction; 1 How to Describe the Company as an Integrated Network; 2 How to Make a Strategic Marketing Plan Using a Collaborative Network Approach; 3 How to Build Competitive Advantage through a Marketing Channel Plan; 4 How to Analyze Channel Value Capture; 5 How to Build and Review Marketing and Network Contracts; 6 How to Build Competitive Advantage through Sales Force Planning; 7 How to Strategically Build Joint Ventures; 8 A Method for Building Competitive Advantage via Marketing Channels Incentives 9 Identifying Key Success Factors to Develop Market-Driven StrategiesNotes; References and Further Reading; Index

## Sommario/riassunto

The authors of this book present several central business methods throughout all chapters. Every method introduced in Marketing Methods to Improve Company Strategy has a strong market driven philosophy. These methods are intended to adjust the firm to consumer needs, considering the presence of competitors in their marketplace. In addition, the book wants to show how it may be used when working with marketing and sales management. Another important theme of this book is the idea that a firm is seen as a network. This network philosophy is an important theme throughout the book, and should o

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