

1. Record Nr.	UNINA9910662047903321
Autore	Paley Norton
Titolo	The manager's guide to competitive marketing strategies, third edition [[electronic resource] /] / Norton Paley
Pubbl/distr/stampa	London, : Thorogood, c2005
ISBN	9786611204969 1-281-20496-X 1-4237-8707-2 1-85418-404-0
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (426 p.)
Disciplina	658.8
Soggetti	Marketing - Management Business logistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	About the author; Introduction; PART ONE Competitive marketing strategies: The hallmark of an effective manager; ONE Competitive marketing strategies in action; PART TWO Develop a competitive analysis; TWO External analysis: Understand the competitive world surrounding you; THREE Internal analysis: The central framework for implementing competitive marketing strategies; PART THREE Market intelligence and planning; FOUR Developing a marketing intelligence system: The underpinnings of your marketing strategy; FIVE Marketing research: The primary tool to stay in touch with customers and markets SIX Strategic marketing planning: Shaping your company's growth and prosperitySEVEN Developing the marketing plan: Initiating rock-solid action; PART FOUR Specific competitive strategies; EIGHT Market strategies: Applying resources for maximum impact; NINE Product/service strategies: Your lifeline to growth and competitive advantage; TEN Pricing for profits: Strategies to maintain premium prices and higher margins; ELEVEN Promotional strategies: Plan a total communications mix; TWELVE Supply chain strategies: A demanddriven lifeline to your customers THIRTEEN Maintaining a global perspective: Thinking like a

Sommario/riassunto

Setting out the techniques on developing and applying competitive strategies, this edition is an all-in-one resource for analysing and planning competitive strategies in an increasingly hostile environment.