

1. Record Nr.	UNINA9910810912303321
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Titolo	Creating market insight : how firms create value from market understanding // Brian D Smith, Paul G. Raspin
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2008
ISBN	1-119-20778-9 1-282-34980-5 9786612349805 0-470-77306-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (334 p.)
Altri autori (Persone)	RaspinPaul G
Disciplina	658.8/02
Soggetti	Marketing - Management Marketing - Planning Problem solving Organizational effectiveness
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 (p. [303]-307) and indexes.
Nota di contenuto	Creating Market Insight; Contents; Preface; Acknowledgements; 1: Success, strategy and understanding; 2: The difficulty of gaining insight; 3: How well do you understand your business environment?; 4: What does market insight look like?; 5: What do real managers do to understand the environment?; 6: Understanding and assessing the complexity and turbulence of a market; 7: What is the best way to understand the business environment?; 8: Putting it together - how firms create insight; 9: From insight to value; References; Index of figures; Index of tables; Index
Sommario/riassunto	""Brian Smith and Paul Raspin demonstrate a thorough and pragmatic approach to creating and applying sound market insight. Using numerous practical examples, learning points and provocative takeaways, they build on established strategic marketing principles to give you actionable knowledge you can apply your business to create lasting market advantage."" Beverley Dipper, Market Insight Manager, Microsoft UK Ltd ""I have no hesitation in saying buy this book. It will find a front and centre position in your bookshelf, with plenty of post-

its marking pages that you will return to aga

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