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Autore	Doyle Peter <1943-2003.>
Titolo	Value-based marketing : marketing strategies for corporate growth and shareholder value // Peter Doyle
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Descrizione fisica	1 online resource (383 p.)
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Soggetti	Marketing - Management Corporations - Valuation
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Value-Based Marketing; Contents; Preface; About the Author; PART I Principles of Value Creation; 1 Marketing and Shareholder Value; 2 The Shareholder Value Approach; 3 The Marketing Value Driver; 4 The Growth Imperative; PART II Developing High-Value Strategies; 5 Strategic Position Assessment; 6 Value-Based Marketing Strategy; PART III Implementing High-Value Strategies; 7 Building Brands; 8 Pricing for Value; 9 Value-Based Communications; 10 Value-Based Marketing in the Digital Age; Glossary; The Advisory Board; Index
Sommario/riassunto	This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how

marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised, as well as, new areas such as technology have

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