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Titolo	Scenarios in marketing : from vision to decision // edited by Gill Ringland and Laurie Young
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Altri autori (Persone)	RinglandGill YoungLaurie <1955->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction to scenario planning / Gill Ringland -- Securing future revenue / Laurie Young -- Marketing strategy and scenarios / Paul Fifield -- Scenario planning and innovation / Tim Westall -- Scenarios in customer management / Merlin Stone and Neil Woodcock -- Scenarios in brand valuation and brand portfolio strategy / David Haigh -- Marketing communication : radical or rational change? / Don E. Schultz -- Scenarios for fast moving sectors / Andrew Curry, Lloyd Burdett, and Crawford Hollingworth -- Conclusions.
Sommario/riassunto	You've chosen this book. Which probably means you're a marketer, you've heard of scenarios and you want to know what they can do for you. Can they help with everyday marketing issues like brands, channels and relationships? The answer is yes. Rooted in customer needs, scenarios bridge the gap between corporate strategy and marketing tactics. They are a weapon for perceiving the unseen and a

framework for thinking the unthinkable. This book's wealth of case studies will show you how they've helped top companies like Pfizer, Nestle and Courvoisier to do just that, and its practical lessons will
