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Nota di contenuto	Chapter 1: Elevating Your Strategic Marketing Mindset -- Part 1: Foundations and Analysis -- Chapter 2: Introduction to Strategic Marketing -- Chapter 3: Market and Customer Insights -- Chapter 4: Mapping the Customer Journey -- Chapter 5: Market Segmentation, Targeting and Positioning -- Part 2: Strategy and Development -- Chapter 6: Brand Management -- Chapter 7: Integrated Marketing Communications -- Chapter 8: Global Strategic Marketing -- Chapter 9: New Product Development -- Part 3: Digital Transformation and Data-Driven Marketing -- Chapter 10: The Digital Ecosystem -- Chapter 11: Digital Disruption -- Part 4: Contemporary Marketing and Future Trends -- Chapter 12: Implementing Marketing Strategies -- Chapter 13: Contemporary Issues in Strategic Marketing -- Chapter 14: The Strategic Marketing Journey and Beyond.
Sommario/riassunto	This practical textbook equips leaders and managers with the tools and insights they need to apply strategic marketing principles directly to their roles, driving business success and sustainable growth. Designed specifically for managers, MBA students, and senior executives across various industries—including healthcare, finance, engineering, and

B2B—the book presents theory, actionable strategies and reflective exercises tailored to the challenges faced by professionals in non-marketing roles. Chapters delve into essential marketing concepts, such as market and customer insights, implementation of effective strategies, global marketing, brand management, and the impact of digital transformation. Real-world examples from leading companies like AstraZeneca, Bentley, and the NHS illustrate how strategic marketing principles can drive long-term growth, while reflective questions throughout the book encourage readers to apply these lessons to their own organizational challenges. Readers will learn how to: Make informed, data-driven decisions that align with business goals Develop and implement marketing strategies that are adaptable and future-focused Lead cross-functional teams to foster a customer-centric culture Leverage emerging technologies and global trends to maintain a competitive edge. A valuable resource for students and leaders, this book will help you build the strategic marketing expertise needed to drive success in a rapidly changing landscape. Emmanuel Mogaji is an Associate Professor of Marketing at Keele Business School, Keele University, UK, specializing in strategic marketing, digital transformation, and brand management. With a robust blend of academic insight and practical industry experience, he has published extensively in leading journals such as 'Industrial Marketing Management', 'European Journal of Marketing', and 'Journal of Services Marketing'. Dr. Mogaji's work focuses on applying marketing strategies across various sectors, including transportation, financial services, and education, making him uniquely positioned to address the needs of senior leaders. He is also a Fellow of the UK Higher Education Academy and a Certified Business and Management Educator, having mentored MBA students and executives for over a decade. His teaching and research blend cutting-edge marketing theory with actionable strategies, making him an authoritative voice in the field of strategic marketing. He is also author of 'Brand Management: An Introduction through Storytelling' (Palgrave Macmillan, 2021).

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