



Strategic Marketing: An Introduction

By Tony Proctor

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Every enterprise needs an understanding of the strategies used by its competitors, and a basic knowledge of how the business environment impacts on its organization before it can formulate a marketing plan. Subjects covered include:

- * marketing strategy
- * analyzing the business environment
- * the customer in the market place
- * targeting and positioning
- * marketing mix strategy.

This fresh new introductory text examines the nature of competitive marketing strategy, highlights the importance of adopting new marketing practices in order to reap most benefit from the business opportunities of the twenty-first century, and considers how effective management of internal and external relationships is vital to action the strategy. Case studies, case histories and thought-provoking questions make this a valuable resource for students and practising managers alike.

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