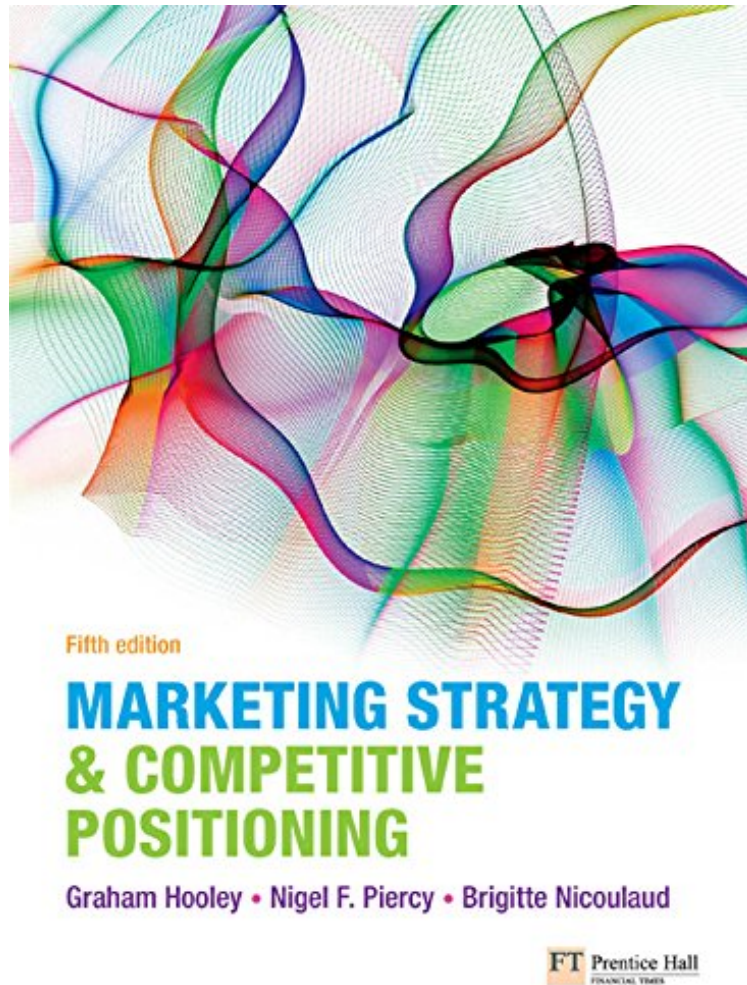


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Graham Hooley, Brigitte Nicoulaud, Nigel F. Piercy
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Marketing Strategy and Competitive Positioning 5e deals with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-

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From the Back Cover Hooley et al, *Marketing Strategy and Competitive Positioning 5e* *Marketing Strategy and Competitive Positioning 5e* deals with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage. The book is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the identification of target markets and the creation of a differential advantage. In doing that, it recognises the emergence of new potential target markets born of the recession and increased concern for climate change; and it examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns. New to this edition Updated to reflect the global economic crisis and its impact on business and marketing Updated chapters on strategic alliances and networks, and internal marketing Increased coverage of sustainability and the environment New vignettes at the beginning of each chapter focusing on companies such as Puma, A&A and Jaeger and including discussion questions New and updated cases throughout the book including John Lewis, Danone and Nespresso Online resources include an Instructor's Manual and PowerPoint slides for instructors, along with additional case studies for students. The book is ideal for undergraduate and postgraduate students taking modules in Marketing Strategy, Marketing Management and Strategic Marketing Management. About the authors Graham Hooley is Emeritus Professor of Marketing at Aston University where he was until recently Deputy Vice-Chancellor. He is a past President of the European Marketing Academy, Fellow of the Chartered Institute of Marketing, British Academy of Management, EMAC and the Higher Education Academy. Nigel F. Piercy is Professor of Marketing Strategic Management Associate Dean at Warwick University. Brigitte Nicolaud is Director of the MBA programme at Aston Business School. About the Author Graham Hooley is Emeritus Professor of Marketing at Aston University where he was until recently Deputy Vice-Chancellor. He is a past President of the European Marketing Academy, Fellow of the Chartered Institute of Marketing, British Academy of Management, EMAC and the Higher Education Academy.