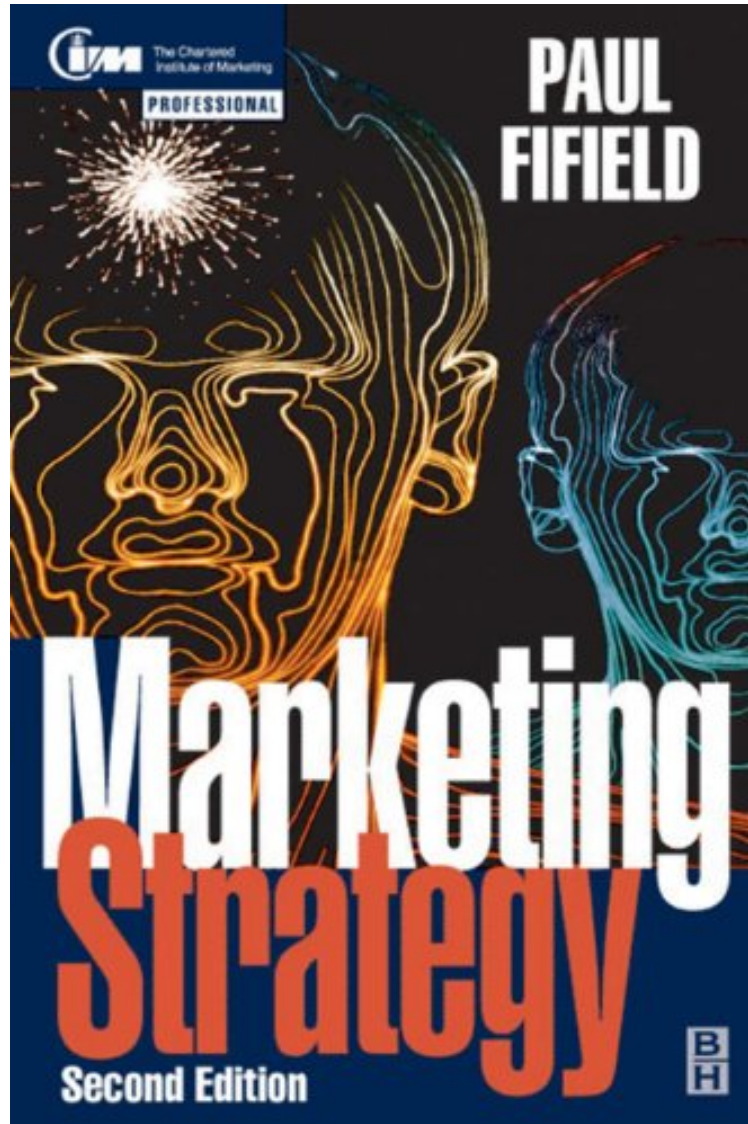


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Marketing Strategy strips away the confusion and jargon that surround what ought to be one of the most straightforward areas of modern business. Marketing and strategy are about relationships between people and this is brought clearly into focus in the text. The marketing practitioner will find this an accomplished book on the role of the marketing director in the successful organization of the year 2000 and beyond. Managers, outside that specialism will

be able to understand the pivotal role of marketing in the business strategy process while students will value the bridge it creates between academic theory and practical implementation of marketing in an increasingly competitive environment. Key aims of the book are: * developing a business strategy * devising a marketing strategy * implementing a marketing strategy

'Good value by a well respected authority on the subject.' Marketing Strategy, Long Range Planning From the Publisher The marketing practitioner will find this an accomplished book on the role of the marketing director in the successful organization of the year 2000 and beyond. Managers who are outside that specialty will be able to understand the pivotal role of marketing in the business strategy process while students will value the bridge it creates between academic theory and practical implementation of marketing in an increasingly competitive environment. About the Author Dr Fifield is married with three children and lives in Winchester. He holds a degree in Business Studies as well as an MBA and a PhD in Marketing Strategy, both from Cranfield University. He was elected a Fellow of the Chartered Institute of Marketing (FCIM) in 1988, an elected member of CIM Council 1999-2001 and the CIM International Board of Trustees 2002-2004. Paul was appointed Visiting Professor at Southampton University School of Management in 2006. He is currently President of the CIM Southern Region and a Fellow of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (FRSA). Over thirty years of listening, watching, learning and applying academic and strategic thought to marketing has created a fertile mind which Paul brings to his customers, his writing and his teaching. He listens watches learns and applies the best of his vast knowledge to help his clients' organisations align themselves to the market they wish to serve. Only after 20 years is the market segmentation approach that was born out of his PhD thesis coming of age; and forming the foundations of some competitive and exciting new market strategies.