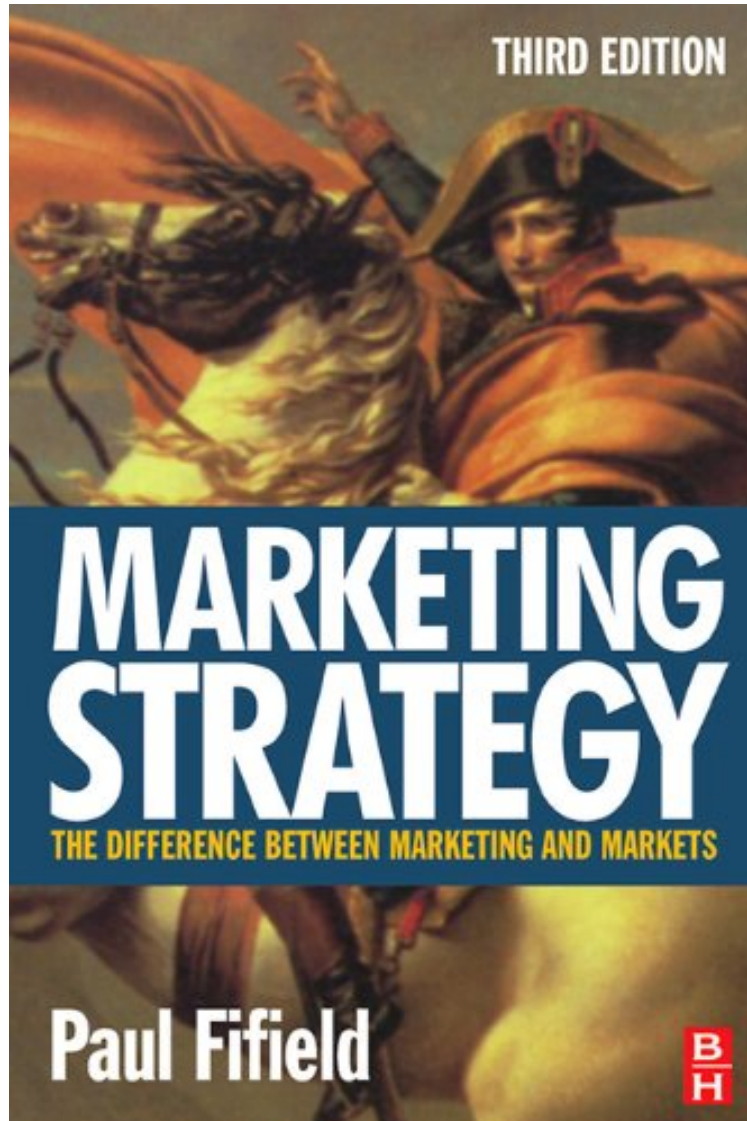


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Marketing Strategy

Paul Fifield

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The third edition of this established book brings the reader up to date with the latest repercussions of new technology upon marketing planning and implementation, and launches a new strategy model (SCORPIO) at the core of the book. As in previous editions, 'Marketing Strategy' strips away the confusion and jargon that surround what ought to be one

of the most straightforward areas of modern business. Retaining a clear focus on the relationships between people as the basis of marketing, the book offers analysis of the pivotal role of marketing in the business strategy process. It shows how to: * develop a business strategy * devise a marketing strategy * implement a marketing strategy Providing a good balance between sound theory and practical know-how in an increasingly competitive environment, the book is indispensable for marketing practitioners, general managers and students alike.

'Good value by a well respected authority on the subject.' Marketing Strategy, LongRange Planning --Range Planning 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.