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The Academy of Marketing is sad to report the passing of Professor Nigel Piercy. Professor Piercy was a long standing member of the Academy, and Chaired the

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1991 MEG conference when it was hosted by Cardiff Business School. Professor Malcolm McDonald has contributed the following. Obituary for Professor Nigel Piercy BA MA PhD DLitt

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Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The authors examine many components of a market-driven strategy, including technology, customer service, customer relationships, pricing, and the global economy. The text provides a strategic

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perspective and extends beyond the traditional focus on managing the marketing mix. The cases demonstrate how real companies build and implement effective strategies. Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Science's Outstanding Marketing Educator

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Award. Co-author Nigel Piercy, has a particular research interest in market-led strategic change and sales management, for which he has attracted academic and practitioner acclaim in the UK and USA.

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developments in marketing strategy, retaining Piercy ' s insightful, witty and provocative style. The text is supported throughout with brand new case studies from globally recognised companies such as Uber and Volkswagen, and covering topical issues such as the legalisation of marijuana and reinventing the healthcare business.

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Lecturers are assisted with a newly expanded collection of support materials including PowerPoint slides for each chapter, suggested frameworks for using the case studies in teaching, and case studies from previous editions. If you're an ambitious marketing student or practitioner, whether you are new to strategic change through

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Marketing Strategy and Competitive
Positioning 6e deals with the process of

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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

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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

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can differentiate their offerings through the recognition of environmental and social concerns. The book is ideal for undergraduate and postgraduate students taking modules in Marketing Strategy, Marketing Management and Strategic Marketing Management.

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The CIM Handbook of Strategic Marketing targets senior executives responsible for shaping and managing the company's strategic direction. The strategic dimensions of marketing management are emphasised along with the critical importance of matching the company's capabilities with genuinely attractive market sectors. The

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Handbook's strategic perspective and pragmatic outlook pervade the text and underpin its practical foundations. The rise of global competition and continuous innovation have redefined market structures, reshaped industries and given customers unprecedented value and choice. In this era of customer sovereignty there is a

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tremendous amount of pressure on organizations to adopt the principles of the marketing concept and to develop a much sharper strategic focus. The CIM Handbook of Strategic Marketing is a reference source to guide effective marketing practice. It provides supportive material for managers and employees who are building their

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marketing competence by attending training programmes, and includes contributions from leading academics - such as, Peter Doyle, Malcolm McDonald, Nigel Piercy

The book amounts to a firm blueprint written by leading marketing thinkers for designing and implementing effective marketing strategies and improving business

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performance. Colin Egan is Professor of Strategic Management at Leicester Business School. Michael J Thomas is Professor of Marketing at the University of Strathclyde Business School.

Strategic Marketing 9/e by Cravens and Piercy is a text and casebook that discusses

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the concepts and processes for gaining the competitive advantage in the marketplace. The book is designed around the marketing strategy process with a clear emphasis on a.

Thoroughly updated with new examples and the latest research findings, this new edition also boasts updates case studies in

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each chapter, taken from recent editions of the Financial Times, that illustrate the practical implications of the issues raised.

This book offers management students and managers new insights by approaching exporting from the perspective of marketing planning, rather than the mechanics of

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export practice. The author evaluates the widely recommended strategy of key market concentration, showing its weaknesses and the flaws in the supporting evidence. The book provides the reader with a framework for making an explicit and informed choice between the real market options faced in practical export situations, which takes into

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account the many company and market factors shaping such strategies. Closely related to market strategy is the competitive base for a company ' s exporting, particularly in balancing price and non-price forms of competition, and this is assessed in the second part of the book.

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The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management. Sales theory is experiencing a renaissance driven by a number of factors, including building profitable relationships, creating/delivering brand value, strategic customer

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management, sales and marketing relationships, global selling, and the change from transactional to customer relationship marketing. Escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales. Further the growth in customer power now requires a strategic

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sales response, and not just a tactical one. The positioning of sales within the organisation, the sales function and sales management are all discussed. The Handbook is not a general sales management text about managing a sales force, but will fill a gap in the existing literature through consolidating the current

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academic research in the sales area. The Handbook is structured around four key topics. The first section explores the strategic positioning of the sales function within the modern organisation. The second considers sales management and recent developments. The third section examines the sales relationship with the customer and

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highlights how sales is responding to the modern environment. Finally, the fourth section reviews the internal composition of sales within the organisation. The Handbook will provide a comprehensive introduction to the latest research in sales management, and is suitable for academics, professionals, and those taking professional

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