

Strategic Marketing By Nigel Piercy David W Cravens

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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 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~~

~~In Memoriam -- Nigel Piercy -- Academy of Marketing~~

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~~Nigel Piercy (Cardiff Business School and Strategic Marketing Development Unit, Marlow)~~

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This textbook develops a value-based strategy examining the roles of market sensing, customer value, organizational change and digital marketing in the implementation of strategy. This much-anticipated new edition has been carefully updated, now with Nigel Piercy's unique and clear-sighted views on the latest developments in marketing strategy, retaining Piercy's insightful, witty and provocative style.

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Nigel Piercy is a consultant and independent researcher, who was previously Professor of Marketing and Strategy and Associate Dean at The University of Warwick. Earlier he was professor at...

~~Nigel PIERCY | Consultant and independent researcher~~

Nigel Piercy BA, MA, PhD, DLitt, FCIM is Professor of Marketing and Strategy, and Associate Dean, at Warwick Business School in the University of Warwick, UK.

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Strategic Marketing. by. David W. Cravens, Nigel F. Piercy. 3.98 · Rating details · 169 ratings · 7 reviews. Designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation, this text and casebook discusses the concepts and processes for gaining a competitive advantage in the marketplace.

~~Strategic Marketing by David W. Cravens—Goodreads~~

Nigel F. Piercy has 28 books on Goodreads with 1452 ratings. Nigel F. Piercy's most popular book is Principles of Marketing.

The third edition of Market-Led Strategic Change builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: · escalating customer demands driving the imperative for superior value · totally integrated marketing to deliver customer value · the profound impact of electronic business on customer relationships · managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century. Hugely successful previous editions Thoroughly updated with and new cases 'Reality Checks' in each chapter to encourage pragmatic mindset

Designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation, this text and casebook discusses the concepts and processes for gaining a competitive advantage in the marketplace. The new edition of Strategic Marketing uses a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies. Marketing strategy is considered from a total business perspective, examining marketing strategy beyond the traditional emphasis on marketing functions. The length and design of the book offer flexibility in the use of the text material and cases. New features and updated cases have made this text the most relevant text in the market today.

"Strategic Marketing by Cravens and 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 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 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." -- publisher description.

Thoroughly updated with new examples and the latest research findings, this new edition also boasts updates case studies in each chapter, taken from recent editions of the Financial Times, that illustrate the practical implications of the issues raised.

Marketing Strategy and Competitive Positioning 6e 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. The book is ideal for undergraduate and postgraduate students taking modules in Marketing Strategy, Marketing Management and Strategic Marketing Management.

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

This reference source is a guide to effective marketing practice for managers and employees who are building their marketing competence by attending training programmes.

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Based on their combined experience of over half a century of advising companies, the authors argue that marketing has lost its way. Companies cannot win in today's highly competitive markets by leaving marketing up to the marketing department. Success in the new marketplace demands integration of the firm's entire set of capabilities into a seamless system that delivers exemplary customer satisfaction, if not delight. Integrating marketing is imperative, from the top down, and with every major function: finance, operations, sales, R&D, customer service and HR. Only by creating Total Integrated Marketing, ensuring that everyone in the organization has one paramount goal to get and keep customers can success be achieved. The authors provide a wealth of marketing tips and innovations that readers can easily adapt to their own businesses and revealing cases that lift the lid on good and bad practice around the world.

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