



Marketing Strategy (Chartered Institute of Marketing)

Paul Fifield

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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

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