

Strategic Marketing



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Chapter 1

Imperatives for Market-Driven Strategy

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S.H.H. Kazmi



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customer commitment and a long term perspective The book examines the changes in the practice of marketing and the solutions offered by relationship marketing It also analyses the profound impact of technology and how it enables the business to focus on individual customers

Resurgence and Sustainable Development of Asian Markets in the New Normal Rabin Mazumder, Isita Lahiri, Dipak Saha, Nandan Sengupta, Kanad Chatterjee, David Earp, 2025-04-19 This book is a compilation of transferable insights relevant to the dynamics of the current Asian business sector It is a tool to develop a deep insight and formulate an appropriate roadmap to align with the post pandemic business trends in the Asian market The book is also a reflection of how innovation and resilience are actively driving the current Asian businesses The major trends that have been identified in Asian markets have been in the fields of technology application innovations change in the patterns of demands towards sustainable choices value chain re engineering and a growing consciousness about ethical choices The volume empowers readers to take actionable steps towards creating sustainable business solutions while also providing the opportunity to explore evolving perspectives on Asian market during the current period of disruption and how it has impacted businesses This book will enhance the competency of young start up ventures budding entrepreneurs from Asian and non Asian markets SMEs and mid level practitioners to manage and drive their organizations towards future sustainability in ensuring the value driven eco system This book will also be a guiding principle for the academics to undertake research on Asian market towards development of new solutions and actional strategies in addition to existing solutions

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Marketing Management S.H.H. Kazmi, 2007 Marketing is of interest to students of marketing or marketers of tangibles or non tangibles

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Management of Marketing Paul Reynolds,Geoff Lancaster,2005-06-02 The text provides information on the core elements of the subject of marketing without the depth that often surrounds these to ensure that the basic concepts are easily identifiable and accessible Students on MBA courses often do not have time to read a long text as they are studying many subjects therefore they require a good basic guide pitched at the appropriate level to be able to be absorbed quickly but still provide enough of a strategic element to stretch them Written by a successful author team Management of Marketing covers the key topics of the marketing component of an MBA course and provides a good balance of theory and application to ensure both aspects of the core concepts are covered

Strategic Positioning in Voluntary and Charitable Organizations Celine Chew,2009-05-07 Using a three stage approach which involves an exploratory survey and multiple case studies this book reveals that charitable organizations are positioning themselves in distinctive ways that are not adequately explained by contemporary perspectives on strategic positioning derived from commercial strategy and marketing management literatures

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