



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.

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