



Fifth edition

MARKETING STRATEGY & COMPETITIVE POSITIONING

Graham Hooley • Nigel F. Piercy • Brigitte Nicoulaud

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Marketing Strategy And Competitive Positioning 5th Edition

Hiram C. Barksdale, Jac L. Goldstucker



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Marketing Strategy and Competitive Positioning Graham Hooley, Nigel Piercy, Brigitte Nicoulaud, John Rudd, Nick Lee, 2019-12-24 For undergraduate and postgraduate students taking modules in Marketing Strategy Marketing Management and Strategic Marketing Management Understand and formulate rigorous marketing strategies and differential advantage in today's marketplace Marketing Strategy and Competitive Positioning 7th Edition by Hooley Nicoulaud Rudd and Lee provides a deep understanding of the process of developing and implementing a rigorous marketing strategy This book focuses on competitive positioning and includes in depth discussions of the processes used within marketing to achieve competitive advantage in a business environment by creating and sustaining superior performance in the marketplace The key approach used in this book is to focus on two central issues in marketing strategy formulation the identification of target markets and the creation of a differential advantage In doing so it recognises the emergence of potential new target markets born of the recession increased concern for climate change and disruption from ongoing technological advances It helps students examine ways in which firms can differentiate offerings through recognition of environmental and social concerns and innovation Pearson the world's learning company

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