

# Strategic Marketing 10th Edition David W Cravens And

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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

florian mueller empirically investigates how retail private and corporate banking institutions need to set up their sales

management control strategy in accordance to their specific environment business strategy and organizational characteristics in order to increase performance

a revolution is taking place in the way companies organize and manage the front end of their organization where it meets its customers traditional concepts of sales management account management and customer service are being overtaken by initiatives like customer business development the strategic sales organization and strategic customer management this book aims to provide insights into how this revolution is unfolding and to provide a framework for executives and management students to address the issues involved the book focuses on the transformation of the traditional sales organization into a strategic force leading the strategic customer management process in companies traditionally the area of sales management has mainly been treated as a tactical operational topic in the conventional marketing literature simply part of the communications mix within the planned marketing programme however the emergence of major customers as dominant buyers in many sectors as a result of pressures towards consolidation and enhanced scale of operations is changing the way in which sales issues are addressed in supplier organizations the growth of new forms of buyer seller relationship based on collaboration and partnering has encouraged organizations to reconsider the sales and account management operation as an important source of competitive differentiation in commoditized markets increasingly sales is being perceived as a central part of business strategy and attention given to the challenges in better aligning sales processes with strategy this has many implications for the design of the sales organization and its management strategy which go far beyond the confines of conventional marketing views

with tables of the cases and principal matters varies

a review of history antiquities and topography in the county

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