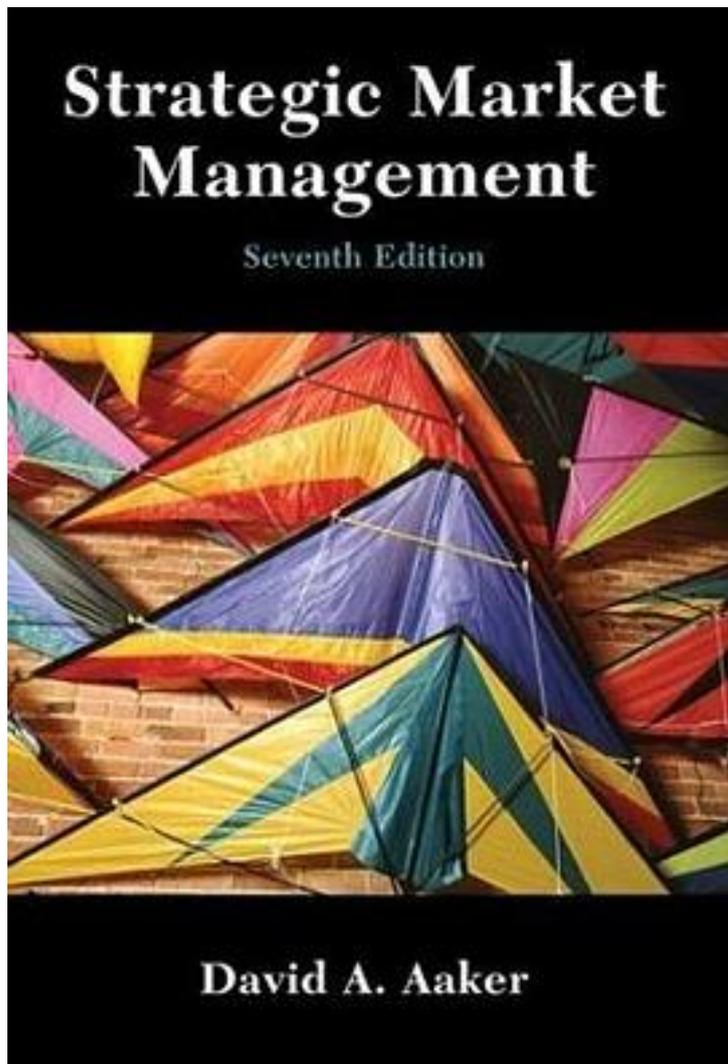


# Strategic Market Management (Strategic Market Management)



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著者:David A. Aaker

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Unquestionably the most comprehensive treatment available on the subject. I found this book unique in its capacity to benefit executives, planning staff, and students of strategy alike. -- Robert L. Joss, Dean of the Graduate School of Business, Stanford University

The Leading Authority-Now Revised! Completely revised and updated, David Aaker's authoritative book approaches strategy development from an external perspective driven by a structured analysis of customers, competitors, market trends, and the broader environment. It shows how to build on strategic analysis to create business strategies that will be relevant and compelling to customers, sustainable to competitive attack, and draw on assets and competencies of the organization. Additional topics such as strategic investment, strategic positioning, growth options, global strategies, and organization building provide guidance to strategists. Highlights of this Seventh Edition include: Seven new cases include The Energy Bar Industry, Competing against Wal-Mart, Xerox: The Early Years, Hobart, Dove, Intel, and Samsung Electronics. New discussion questions, more than 65 in all, make the text an even more valuable classroom tool. New and revised coverage of such timely topics as emerging submarkets and the relevance challenge, the distinction between fads and trends, disruptive vs. sustaining innovation, and more. An emphasis on creating customer-oriented business strategies with a value proposition that is relevant, meaningful, and sustainable.

作者介绍:

目录:

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标签

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communication

brand

## 评论

比较经典的market strategy的教科书

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business bullsh\*t

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## 书评

I am not a marketing person. Taking the class for fun. It may look too basic for marketing professionals. The class gives me a general understanding that the key importance of marketing strategy is positioning. How are products and services positioned agai...

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