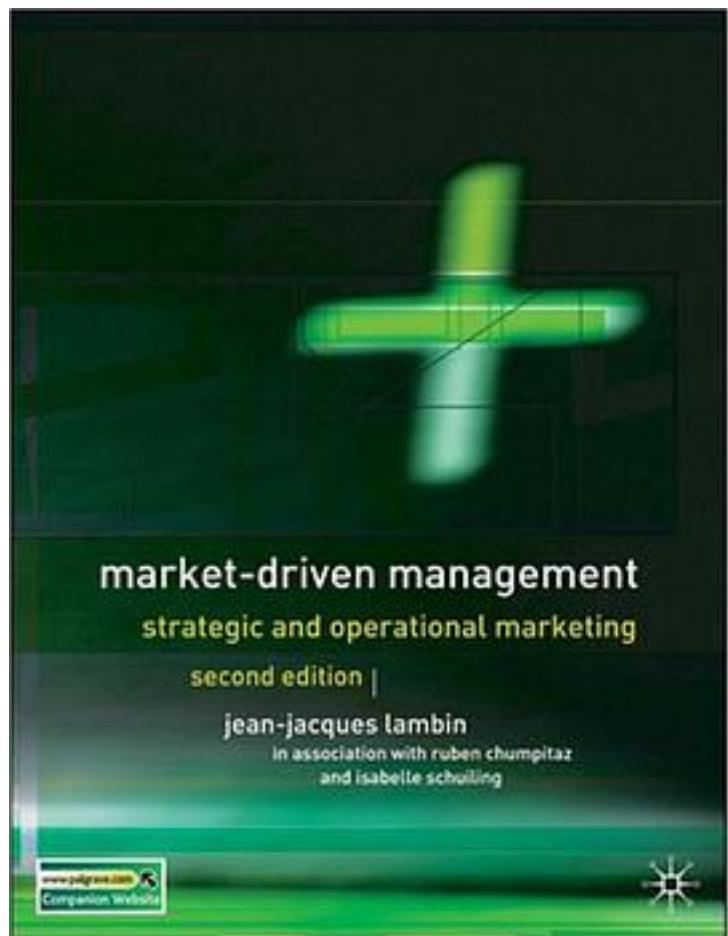


Market-Driven Management, Second Edition



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Taking a market orientation approach, the author challenges the traditional concept of the 4 Ps and the "functional" role of marketing departments. The author enlarges the market definition to embrace all the key market players, to include competitors,

distributors and prescribers as well as the various customer groups in the wider macro-marketing environment. In addition, the author examines marketing strategy, demonstrating how strategic decisions can be implemented at the operational level.

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