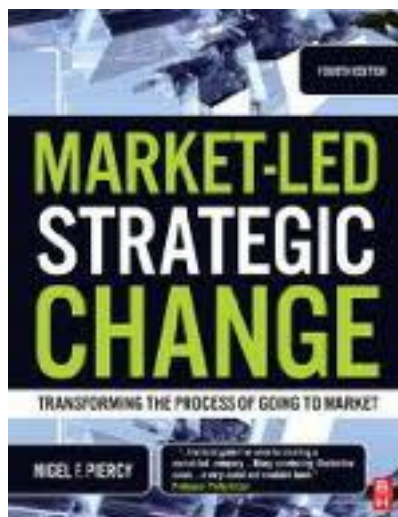


# Market-led Strategic Change



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The third edition of "Market-Led Strategic Change" builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: escalating customer demands driving the imperative for superior value; totally integrated marketing to deliver customer value; the profound impact of electronic business on customer relationships; and, managing processes like planning and budgeting to achieve effective implementation. At once pragmatic, cutting-edge

and thought-provoking, "Market-Led Strategic Change" is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century. With hugely successful previous editions, it is thoroughly updated with and new cases. It features 'Reality Checks' in each chapter to encourage pragmatic mindset.

作者介绍:

Professor Nigel F.Piercy is one of the best-known business school academics in marketing and strategy in the UK. He is Professor of Marketing and Strategy at Warwick University.

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a very useful and readable book

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