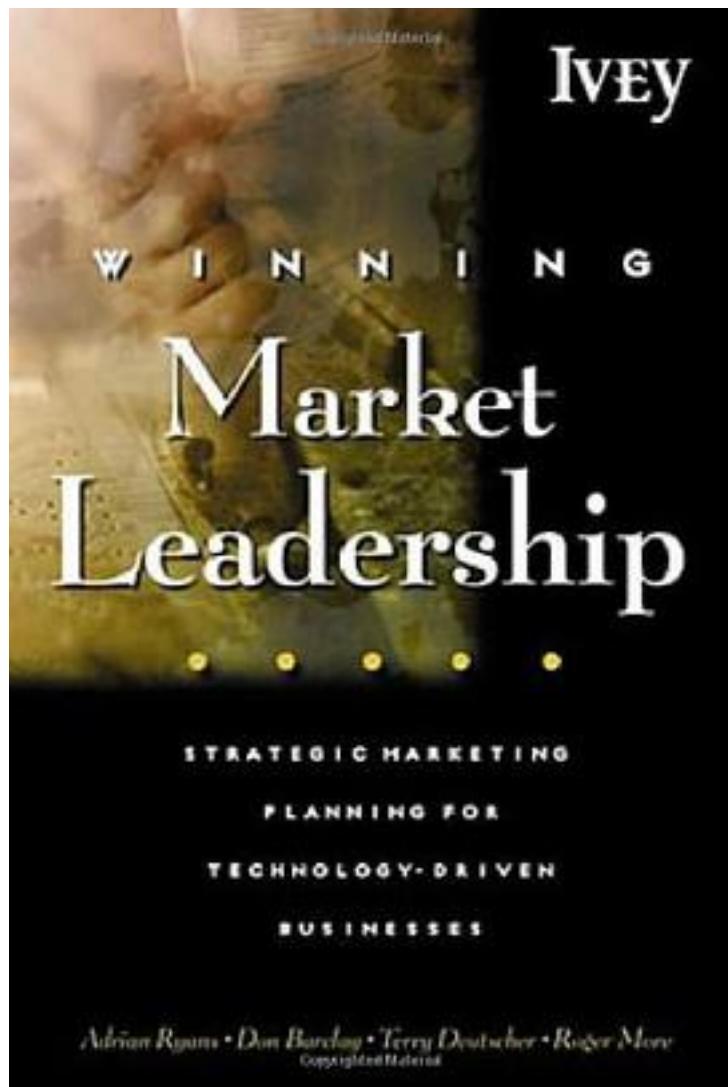


Winning Market Leadership



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A dynamic new approach to developing winning marketing strategies in today's most demanding industries. In the high-tech sector, where constant innovation is the norm and sweeping changes can occur literally overnight, marketing planning often seems like an exercise in frustration. Written by an all-star team from the prestigious Richard Ivey School of Business, this book describes a dynamic new approach to strategic marketing planning that has helped today's top high-tech companies win and sustain market leadership. By following the examples set by Intel, Compaq, and other industry leaders, readers learn how to plan faster, develop and effectively deploy cross-functional teams, create "living plans" that quickly adapt to new market conditions and competitive dynamics, drive yes/no decisions, focus on cash flow and profitability, and much more. Case studies from Intel, Compaq, Hewlett-Packard, Glaxo-Wellcome, General Electric, and other high-tech industry leaders Adrian B. Ryans, Roger More, Don Barclay, and Terry Deutscher (London, Ontario) are faculty members in the Richard Ivey School of Business, University of Western Ontario.

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