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Marketing Management and Strategy: Amazon.co.uk: Doyle, Mr ...  
 Strategic Brand Management. Fourth Edition. Richard Rosenbaum-Elliott, Larry Percy, and Simon Pervan. Description. A brand is not merely a representation of a product: it is an emotional and symbolic perception we develop that influences our thoughts, feeling, and behavior. Strategic Brand Management is the only textbook to go beyond the standard branding models to fully explore this perception and consider brands as truly sociocultural phenomena.

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Strategic Advertising Management - Paperback - Larry Percy ...  
 Strategic management is a broader term than strategy and is a process that includes top management's analysis of the environment in which the organization operates prior to formulat- ing a strategy, as well as the plan for implementation and control of the strategy.

Fundamentals of Strategic Management  
 The effectiveness of strategic marketing decisions is contin- gent upon the quality and comprehensiveness of strategic analysis. Strategic Marke ng Management 3e Chapter 1

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Strategic Brand Management, 11th Edition | Wiley  
 Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition, Kevin Lane Keller. Incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions—and thus improving the long-term profitability of specific brand strategies.

Strategic Brand Management: Building, Measuring, and ...  
 Strategic Brand Management. Fourth Edition. ISBN: 978-0-19-879780-7. Available from Amazon. Richard Rosenbaum-Elliott, Professor of Marketing and Consumer Research, University of Bath School of Management and Fellow of St. Anne's College, Oxford.

Strategic Advertising Management provides the firm foundation you need to understand the effective strategic planning of advertising and other marketing communications. Renowned experts in the field, the authors draw on their extensive experience to present the essential principles of communication that demonstrate how advertising works. Using real world examples and case studies from a variety of international brands and companies, such as Samsung, McDonalds and Disney, the authors have created a resource that clearly illustrates how theory is put in to practice, and how strategic advertising operates in a global economy. The new edition features more coverage of social media, viral, and online advertising throughout, and a dedicated chapter on 'Digital Media,' ensuring that the book continues to offer students the most complete guide to the rapidly evolving landscape of the advertising industry. Online Resource Centre For Students: " Flashcard glossary" " Additional questions" " Further reading updates" " Web links " Video links to adverts exemplifying strategies discussed in the book, short films from advertising companies and relevant documentariesFor Lecturers: " Suggested IPA case histories" " Suggested classroom exercises" " PowerPoint slides

Updated and greatly expanded to reflect the explosive growth of new media, this acclaimed and widely-adopted text offers practical guidance for those involved in media planning on a daily basis as well as those who must ultimately approve strategic media decisions. Its current, real-world business examples and down-to-earth approach will resonate with students as well as media professionals on both the client and agency side.

Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline. Successful sport marketing is the result of carefully structured planning, creativity and perseverance. Integrating the unique characteristics of sport with traditional marketing theory, Strategic Sport Marketing presents a framework of strategic decision-making. The authors outline the diverse markets for sport: participants, sponsors, spectators and fans. International case studies and 'sportviews' selected from a wide range of sports and media illustrate the unique features of sport marketing. Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally. The fourth edition of this widely used text is fully revised and updated. It includes new material on sports promotion, customer service and social media, as well as new case studies. 'A sport marketing text at the undergraduate level needs to engage both student and teacher. . . I believe Strategic Sport Marketing does this rather well.' - Sport Management Review ' . . . a comprehensive illustration of the integration of sport marketing theory with sport marketing practice.' - Journal of Sport Management

"An online resource centre accompanies this title with additional resources for students and lecturers. . . ."-P. 4 of cover.

The planning and placement of advertising media is a multibillion dollar business that critically impacts advertising effectiveness. The new edition of this acclaimed and widely adopted text offers practical guidance for those who practice media planning on a daily basis, as well as those who must ultimately approve strategic media decisions. Full of current brand examples, the book is a "must-read" for all who will be involved in the media decision process on both the agency and client side. Its easy-to-read style and logical format make it ideal for classroom adoption, and students will benefit from the down-to-earth approach, and real-world business examples. Several new chapters have been added to the fourth edition, including: International advertising Campaign evaluation The changing role of media planning in agencies, to give the reader a better grounding in the role of media in an advertising and marketing plan today Evaluating media vehicles, filled with up-to-date examples Search engine marketing, and a thorough revision of the chapter on online display advertising to address the increased emphasis on digital media Gaming, and many new examples of the latest digital media with an emphasis on social media, and a new framework for analyzing current and future social media Increased coverage of communication planning Added focus on the importance of media strategy early on in the book Separate chapters for video and audio media (instead of lumping them together in broadcast). This creates a more in-depth discussion of radio in particular An online instructor's manual with PowerPoint slides and sample test questions is available to adopters.

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates.

The marketer's world has changed substantially since the development of the Internet. Social networking sites make world-of-mouth a critical marketing tool. This textbook goes beyond the basic concepts of marketing to presents a strategic, integrative perspective that incorporates information on how to utilize new technologies.

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies This new edition is still the only textbook on the market to deal with all aspects of IMC from a strategic perspective Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the area since the first edition was published. New to this edition: New sections on social media and how to integrate them into your marketing function New chapter on message development and an enhanced chapter on the IMC plan Robust pedagogy to help reinforce learning and memory Enhanced teaching materials online to help lecturers prepare their courses Brand new real-life case study vignettes

A thorough update to a best-selling text emphasizing how marketing solves a wide range of health care problems There has been an unmet need for a health care marketing text that focuses on solving real-world health care problems. The all new second edition of Strategic Marketing for Health Care Organizations meets this need by using an innovative approach supported by the authors' deep academic, health management, and medical experience. Koller, Stevens, and Shalowitz begin by establishing a foundation of marketing management principles. A stepwise approach is used to guide readers through the application of these marketing concepts to a physician marketing plan. The value of using environmental analysis to detect health care market opportunities and threats then follows. Readers are shown how secondary and primary marketing research is used to analyze environmental forces affecting a wide range of health care market participants. The heart of the book demonstrates how health management problems are solved using marketing tools and the latest available market data and information. Since the health care market is broad, heterogenous, and interconnected, it is important to have a comprehensive perspective. Individual chapters cover marketing for consumers, physicians, hospitals, health tech companies, biopharma companies, and social cause marketing - with strategies in this last chapter very relevant to the Covid-19 pandemic. Each chapter gives readers the opportunity to improve marketing problem-solving skills through discussion questions, case studies, and exercises.

A compilation of classic and contemporary articles on aspects of international and global marketing, including commissioned papers that have not been included in other collections, with an orientation toward preparing small business owners to expand abroad. Topics include an overview of internationa

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