



## Marketing Strategy: A Decision-Focused Approach (Seventh Edition)

By John Mullins, Orville C. Walker

McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. (Indian Edition) Marketing Strategy, 7e is a focused, succinct text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The Seventh Edition helps students integrate what they have learned about analytical tools and the 4P's of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition. Contents: Section One: Introduction to Strategy Chapter 1 Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies Chapter 2 Corporate Strategy Decisions and Their Marketing Implications Chapter 3 Business Strategies and Their Marketing Implications Section Two: Opportunity Analysis Chapter 4 Understanding Market Opportunities Chapter 5 Measuring Market Opportunities: Forecasting and Market Knowledge Chapter 6 Targeting Attractive Market Segments Chapter 7 Differentiation and Brand Positioning Section Three: Formulating Marketing Strategies Chapter 8 Marketing Strategies for New Market Entries Chapter...



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