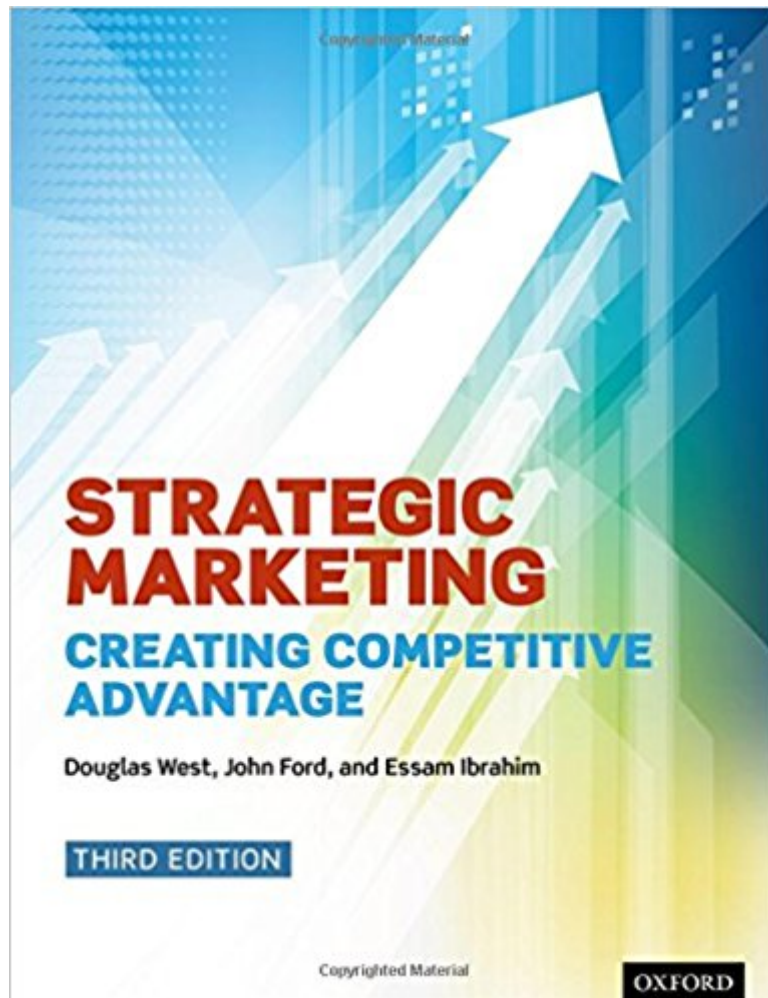




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Strategic Marketing: Creating Competitive Advantage



Synopsis

The new edition of Strategic Marketing examines key aspects of traditional marketing strategy combined with the presentation of a synthesis of recent thinking on the subject. The key focus of the text is how companies create and sustain competitive advantage through the employment of marketing strategies.

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Customer Reviews

This is one of the best written and most lively books on Strategic Marketing. Logical, concise, and to the point; it stretches students to think which is refreshing. - Mike Flynn, University of Gloucestershire Business School

Douglas West is Professor of Marketing, King's College London. Prior to this he was Professor of Marketing at Birmingham Business School, and Director of the MARCOMS Research Centre at the University of Westminster. Previously he has held positions at South Bank, Henley Management College, and the University of Calgary. John Ford is Professor and Eminent Scholar at Old Dominion University in Norfolk, Virginia. He specializes in international marketing strategic issues, and his specific interests in research include cross-cultural advertising and marketing research issues. Essam Ibrahim is Coordinator of PhD Marketing Degree at the University of Edinburgh Business School. Prior to this he has taught and researched marketing at the University of Strathclyde, Manchester Metropolitan University, Huddersfield University, and Cairo University.

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