

Value Based Marketing Peter Doyle

Value-based Marketing Marketing Management and Strategy Marketing Management Strategic Marketing Communications The Marketing Book Innovation in Marketing Strategic Marketing Outlines and Highlights for Marketing Management and Strategy by Peter Doyle, Isbn The Marketing Book The Marketing Initiative Strategic Planning, Marketing & Public Relations, and Fund-Raising in Higher Education Marketing Outlines and Highlights for Value-Based Marketing Marketing Management The British National Bibliography Business Marketing Brandweek Marketing Management 2002 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing 1985 AMA Educator's Proceedings Peter Doyle Peter Doyle Gregory Whitwell Paul Russell Smith Michael Baker Peter Doyle Jim Blythe, Helen Coxhead, Martin Lashwood, Lesley Partridge, Peter Reed, Helen Simms Cram 101 Textbook Reviews Chartered Institute of Marketing Economic and Social Research Council (Great Britain) Cynthia C. Ryans Cram 101 Textbook Reviews M. Wayne DeLozier Arthur James Wells Robert W. Haas Harper W. Boyd American Marketing Association

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this book provides a clear practical introduction to shareholder value analysis for the

marketing professional it gives them the tools to develop the marketing strategies that will create the most value for business for top management and cfo's the book explains how marketing generates shareholder value it shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies the original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed the second edition of this book has been written by a ghost writer who has fully updated enhanced and replaced statistics case studies and other outdated content with the help of a select advisory panel each of whom has acted as a subject expert a guide and as part of a steering committee the highly prestigious panels of contributors include jean claude larréché insead veronica wong aston business school john quelch harvard business school susan hart strathclyde graduate business school sgbs michael baker emeritus professor sgbs tim ambler london business school tony cram ashridge table of contents part i principles of value creation 1 marketing and shareholder value 2 the shareholder value approach 3 the marketing value driver 4 the growth imperative part ii developing high value strategies 5 strategic position assessment 6 value based marketing strategy part iii implementing high value strategies 7 building brands 8 pricing for value 9 value based communications 10 value based marketing in the digital age

this mba or short course text assumes familiarity with the operations of the firm and is therefore suited to those with prior work experience its case studies include top global companies such as coca cola shell ibm and phillips

this text is the australasian adaptation of peter doyle's value based marketing it reformulates marketing making it more relevant and establishing it on a sounder intellectual basis the governing objective of management in most of today's leading companies is to maximize long term returns to shareholders this book redefines marketing's role as contributing to this task of shareholder value creation it explores how marketing planning and decisions about brands pricing communications distributions and the internet drive corporate value this step by step guide provides practical ways to develop marketing strategies that generate growth and shareholder value

following the cim advanced level syllabus in marketing communications this text covers

key areas of the process and includes pro forma documents for topics such as swot analysis creative briefs and media briefs

this fifth edition of the best selling marketing book has been extensively updated to reflect changes and trends in current marketing thinking and practice taking into account the emergence of new subjects and new authorities michael baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer in particular the marketing book now broaches the following new topics channel management management of the supply chain customer relationship management direct marketing e marketing integrated marketing communications measurement of marketing effectiveness postmodern and retro marketing relationship marketing retailing like its predecessors the marketing book 5th edition is bursting with salient articles from some of the best known academics in the field it amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

innovation in marketing is a unique collection of empirical material describing both systems innovation and the launch of new products this ranges from the development of new high tech items such as the organiser from psion to the transfer of a major brand such as virgin direct to a new market based on this the authors have developed a clear analytical model for managing innovation with a marketing perspective doyle and bridgewater illustrate the key themes using case materials and the entirely new new work it contains on the linkage between innovation and shareholder value this gives the student and professional a new decision making perspective the key themes that structure the book are marketing and innovation the model innovation and strategy marketing strategies and shareholder value best practice in innovation management effectiveness in innovation

this title looks to enable you to understand that everyone in the organisation has some involvement in marketing whether through contacts with internal and external customers by ensuring that activities and operations contribute to satisfying or delighting customers or by contributing to business planning

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this fourth edition of the best selling marketing book has been extensively revised updated and substantially extended all the original chapters have been reviewed and many of them have been completely rewritten to reflect changes and trends in current marketing thinking and practice professor michael baker with specially commissioned contributions from top uk marketing educators and writers sets out the scope and nature of the marketing function its managerial application and its contribution to corporate success the marketing book is an indispensable reference work and textbook for students and practitioners all over the world it will be essential reading for those students taking cim certificate and diploma business studies management and marketing degrees mba dms and btec higher national and equivalent courses fourth edition of the best selling marketing book fully revised updated and substantially extended all the original chapters have been reviewed and many of them have been completely rewritten to reflect changes and trends in current marketing thinking and practice

this text is a collection of the best work emanating from the economic and social research council s esrc s marketing initiative papers from the esrc s competitive initiative and other related research accompanied by a commentary the text provides an insight into british marketing and the consequences for the nation s international competitiveness

because of severe budgetary constraints and the dwindling number of 18 year olds colleges and universities are looking for new ways to keep their heads above water one step toward a solution is to see how others have done it the authors focus on three important facets of higher educational administration strategic planning marketing and public relations and fundraising they offer their own perspectives include previously published journal articles by experts and provide an annotated bibliography of books and journal articles on these subjects each citation includes a complete bibliography entry and a 50 100 word annotation with author title and subject indexes and a directory of publishers mentioned in the book the contributors peter doyle gerald newbould abby livingston william keim fred gehrung james blackburn donald shandler roger wadsworth wayne anderson charles webb and fisher howe

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