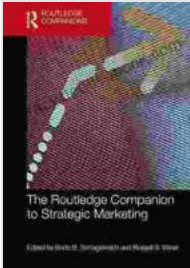


The Routledge Companion to Strategic Marketing: A Comprehensive Guide to the Field



The Routledge Companion to Strategic Marketing (Routledge Companions in Business, Management and Marketing) by Russell S. Winer

★ ★ ★ ★ ☆ 4 out of 5

Language : English

File size : 56867 KB

Screen Reader: Supported

Print length : 124 pages



Strategic marketing is the process of developing and implementing long-term plans to achieve an organization's marketing objectives. It involves a thorough understanding of the market, the competition, and the organization's own strengths and weaknesses. Strategic marketing is essential for any organization that wants to succeed in the long run.

The Routledge Companion to Strategic Marketing is a comprehensive guide to the field, providing a detailed overview of the key concepts and theories, as well as practical advice on how to develop and implement effective marketing strategies. The book is divided into six parts, each of which covers a different aspect of strategic marketing:

* Part 1: to Strategic Marketing * Part 2: The Marketing Environment * Part 3: Marketing Research * Part 4: Marketing Planning * Part 5: Marketing

Communications * Part 6: Marketing Management

Each part contains several chapters written by leading experts in the field of marketing. The chapters are well-written and easy to understand, and they provide a wealth of information and insights.

The Routledge Companion to Strategic Marketing is an essential resource for any student, researcher, or practitioner who wants to learn more about strategic marketing. It is a comprehensive and up-to-date guide to the field, and it provides a wealth of practical advice on how to develop and implement effective marketing strategies.

Benefits of Strategic Marketing

There are many benefits to strategic marketing, including:

* Increased sales and profits * Improved customer loyalty * Enhanced brand reputation * Greater competitive advantage * Reduced marketing costs * Improved decision-making

Strategic marketing can help organizations achieve their marketing objectives by providing a roadmap for success. It allows organizations to make informed decisions about their marketing activities, and it helps to ensure that those activities are aligned with the organization's overall business goals.

Developing a Strategic Marketing Plan

The first step in developing a strategic marketing plan is to conduct a thorough market analysis. This involves gathering information about the

market, the competition, and the organization's own strengths and weaknesses.

Once the market analysis is complete, the next step is to develop marketing objectives. These objectives should be specific, measurable, achievable, relevant, and time-bound.

Once the marketing objectives have been developed, the next step is to develop marketing strategies. These strategies should be designed to achieve the marketing objectives.

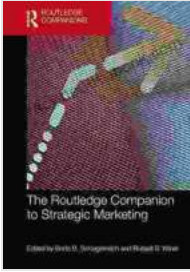
Once the marketing strategies have been developed, the next step is to develop marketing tactics. These tactics are the specific actions that will be taken to implement the marketing strategies.

The final step in developing a strategic marketing plan is to evaluate the plan's effectiveness. This involves tracking the results of the marketing activities and making adjustments as needed.

Strategic marketing is essential for any organization that wants to succeed in the long run. It provides a roadmap for success, and it helps to ensure that marketing activities are aligned with the organization's overall business goals. The Routledge Companion to Strategic Marketing is a comprehensive guide to the field, and it provides a wealth of practical advice on how to develop and implement effective marketing strategies.

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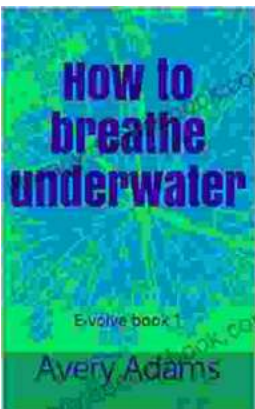


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