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Strategic Marketing Management (7th edition) offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, the theory advanced in this book is an essential tool for

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The Association of Business Executives ... have worked through the manual, you may wish to consult one or more relevant books from the ... CIM Tutorial Text 2001/2, Strategic Marketing Management: Analysis and Decision; BPP Note that, whilst this publication is designed for a course which has a very similar case study

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Strategic management is a broader term than strategy and is

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a process that includes top management ' s analysis of the environment in which the organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy.

~~Fundamentals of Strategic Management~~

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strategy is concerned with achieving competitive advantage. The effective development and implementation of strategy depends on the strategic capability of the organization, which will include the ability not only to formulate strategic goals but also to develop and implement strategic plans through the process of strategic management.

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Senior management and executive advisory in complex and strategic projects and due diligence. My focus is mainly on the areas of Strategy, leadership, culture and organization in the fields of IT and Digital. I have worked with and advised CxO's from different global enterprises and startups across the world.

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