

Strategic Marketing Management 6th Edition

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Strategic marketing management 1. STRATEGIC MARKETING MANAGEMENT MKTM 3161 ECTS-6 2. CHAPTER ONE Introduction to Strategic Marketing Learning Objective After completing this chapter, the student will be able to: Describe the Nature and scope of strategy Examines historical evolution of strategic management, Identify and explain the marked differences between strategic planning and marketing ...

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Market-Led Strategic Management ‘ The purpose of marketing is to contribute to maximising shareholder value and marketing strategies must be valued in terms of how much value they create for investors. ’ The essence of the shareholder value approach is the long term sustainability of the organisation through the creation of lasting value.

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