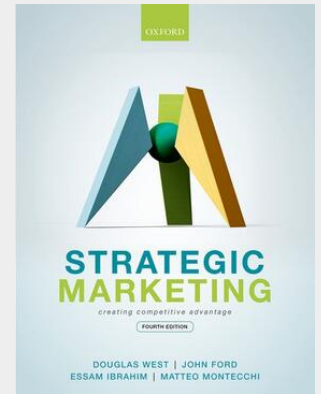


## Strategic Marketing

Creating Competitive Advantage

Highly practical and exceptionally clear, Strategic Marketing discusses the essential concepts and tools necessary to understand and implement effective marketing strategies. The fourth edition is packed with new case studies and examples including the rise of Disney +, the use of artificial intelligence in marketing, and small-scale innovators in India. Step into the professional world via the brand-new Practitioner Insights feature through which marketers operating across Africa, Europe, and Asia share the issues they have faced and how they overcame them. This significantly-revised edition also includes the latest research and explorations of socio-political issues, such as the Black Lives Matter movement and the global COVID-19 pandemic, underlining the importance of such to marketers. The book's clear four-part structure mirrors the industry's most widely-used strategic marketing framework. Each part tackles one of four questions that organizations need to ask themselves: 'where are we now?', 'where do we want to be?', 'how will we get there?' and finally: 'did we get there?' - all while revealing the techniques marketers use to discover the answers. This illuminating book is the ideal guide to strategic marketing for those studying the topic and for anyone aspiring to become a successful strategic marketer. The e-book offers a mobile experience and convenient access: [www.oxfordtextbooks.co.uk/ebooks](http://www.oxfordtextbooks.co.uk/ebooks) This book is accompanied by the following online resources: For students: Self-test multiple choice questions with answer feedback Case study guide Links to additional resources (articles, videos, and other resources) Chapter summaries Key themes and further reading Additional exercises Flashcard glossary For lecturers: Additional extended case studies with teaching notes Lecturer's guide to using the case studies from the book in class PowerPoint presentations Test bank containing multiple-choice questions Links to third-party video content Figures from the text



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