

2012, English, Book, Illustrated edition:

**Handbook of marketing strategy / edited by Venkatexh Shankar and Gregory S. Carpenter.**

Carpenter, Gregory S.

Title	<ul style="list-style-type: none"> <li>• Handbook of marketing strategy / edited by Venkatexh Shankar and Gregory S. Carpenter.</li> </ul>
Author	<ul style="list-style-type: none"> <li>• Carpenter, Gregory S.</li> </ul>
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Summary	<ul style="list-style-type: none"> <li>• This Handbook is an authoritative, comprehensive, and accessible 'go-to' source for all marketing strategy issues and questions. It provides a broad overview of marketing strategy with contributions from leading global experts on different facets of marketing strategy, including its evolution, competitor analysis, customer management, resource allocation, dynamics, branding, advertising, multichannel management, digital marketing and financial aspects. The Handbook offers an in-depth analysis of research developments, provides frameworks for analyzing key issues, and highlights important unresolved problems in marketing strategy. It is an important resource guide for researchers, doctoral students, practitioners, and consultants in the field of marketing strategy.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• 1. Introduction / Venkatesh Shankar and Gregory S. Carpenter</li> <li>• pt. I CONCEPTS AND ORGANIZATIONAL ASPECTS OF MARKETING STRATEGY</li> <li>• 2. Strategic marketing and marketing strategy / Rajan Varadarajan</li> <li>• 3. Market orientation / Gary F. Gebhardt</li> <li>• pt. II UNDERSTANDING COMPETITION</li> <li>• 4. Competitor analysis / John A. Czepiel and Roger A. Kerin</li> <li>• 5. Competition and its implications for marketing strategy / Gaurav Sabnis and Rajdeep Grewal</li> <li>• 6. Models of retail competition / Ram C. Rao</li> <li>• pt. III CUSTOMER-BASED MARKETING STRATEGY</li> </ul>

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## Notes

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