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Strategic Marketing 8/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The authors examine many components of a market-driven strategy, including technology, customer service, customer relationships, pricing, and the global economy. The text provides a strategic perspective and extends beyond the traditional focus on managing the marketing mix. The cases demonstrate how real companies build and implement effective strategies. Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Science's Outstanding Marketing Educator

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Award. Co-author Nigel Piercy, has a particular research interest in market-led strategic change and sales management, for which he has attracted academic and practitioner acclaim in the UK and USA.

Overview: Belch/Belch 9th edition continues its Advertising focus with an emphasis on IMC. It includes very comprehensive coverage of Agency issues and creative work and how it is related to the IMC mix. The authors understand that marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal

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selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective (the theme of the text) catapults the reader into the business practices of the 21st century.

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retail industry. New Vignettes in each chapter and the addition of Connect with SmartBook help the 9th edition of Retailing Management maintain and grow as the market's leading Retailing franchise. Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team. Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing from 2001 to 2007, round out this powerful author team.

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