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The Ultimate Guide to Strategic Marketing: Real World Methods for Developing Successful, Long-term Marketing Plans

By Robert J. Hamper

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Ultimate Guide to Strategic Marketing: Real World Methods for Developing Successful, Long-term Marketing Plans, Robert J. Hamper, This is the definitive marketing guide for the 21st century. It features everything you need to plan your strategy and achieve your goals. From Fortune 500 consultant Robert J. Hamper - the man who wrote the book on strategic marketing - comes a powerful new blueprint for growth in today's economy. Combining time-tested marketing tools with the latest global trends, this ready-to-use book guides you through every step of the strategy process. Packed with essential charts, forms, and fill-in questionnaires, it's the perfect planner for you and your organization - no matter how big or small. Each chapter allows you to adapt the proven principles of strategic marketing to your company's specific needs, including a running case study so you can follow the process in action. Now more than ever, strategic marketing is the one business tool you need to succeed. You can learn how to: define your vision; target your audience; evaluate your operations; plan your strategy; and achieve your goals. Based on a long-term study of proven integrated marketing plans, this step-by-step...



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