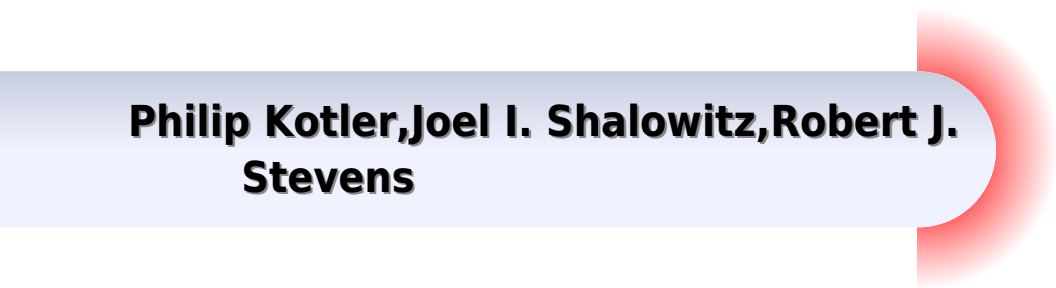


Business Strategy	Customer Experience	Enabling tactics and operations
Customer and Business intelligence	Understands customers needs and values and the value of the customer to the organization	Data mining, Database marketing and Decision support
Brand and Marketing Strategy	Know and understand the company and build the right expectations	Brand assessment and development
Online and interactive development and integration	Websites that fulfill needs are practical and compelling to use	Design, Development and implementation of world class web solutions
Integrated communications strategy and execution	Consistent compelling offers and service, whether on the phone, web or email	Real marketing programs, co ordination of channels
Real time knowledge transfer	Customers learn about products and services as they purchase, enhancing their experience.	Automated learning and knowledge transfer solutions for customers and employees

Strategic Marketing In The Customer Driven Organization

Philip Kotler, Joel I. Shalowitz, Robert J. Stevens



Strategic Marketing In The Customer Driven Organization:

Strategic Marketing Frank Bradley, 2003-06-02 Das Marketing ist eine der wichtigsten wenn nicht gar die wichtigste Aufgabe jedes erfolgreichen Unternehmens Das Analysieren der Kundenbasis und das stete Bemühen die Kundenerwartungen effektiver zu erfüllen und zu übertreffen als die Konkurrenz sind der Schlüssel zu langfristigem strategischem Erfolg Nur wenige Lehrbücher konzentrieren sich direkt auf den Kunden Die meisten folgen entweder dem traditionellen Marketing Mix Ansatz der auf den 4 Ps beruht und gehen kaum auf das Marketing in einem weiter gefassten Kontext ein Fazit Diese Lehrbücher sind in der Regel viel zu umfangreich und nicht ganz zeitgemäß Strategic Marketing ist anders Das Buch ist kundenorientiert und konzentriert sich im wesentlichen auf die drei Gründe warum ein Unternehmen existiert um den Kunden Wert bereitzustellen zu kommunizieren und zu vermitteln Prägnant anschaulich und praxisnah **Strategic**

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Internal Marketing Tatsuya Kimura, 2017-04-21 Establishing developing or promoting a brand or product in a market stems from aligning of divisions within an organization with the perspective of providing value to customers an idea which is known as internal marketing Unlike external marketing internal marketing ensures that organizational divisions are aligned in the marketing strategies so that the resultant external marketing is effective and not impeded by internal shortcomings This book provides a comprehensive review of internal marketing research and illustrates the role of internal marketing in enhancing the capabilities of a company s internal resources Putting forward a guiding principle for business practices by considering such questions from a multilateral perspective this book is a must read for practitioners and academics alike

Strategic Marketing Decision-Making within Japanese and South Korean Companies Yang-Im Lee, Peter Trim, 2008-11-30 This book acts as a bridge between marketing and strategic management as it is written from a strategic marketing perspective It provides students and practising managers with an appreciation and an understanding of how managers in Japanese and South Korean companies formulate and implement strategic marketing decisions how they embrace the organizational learning concept and how they formulate working relationships with staff in partner organizations It provides an explanation of the role that culture plays in the management process and various problems are cited in the text and solutions are offered that reinforce the theories and concepts covered A number of case studies highlight the link between theory and practice and the work is structured in a way that allows the reader to think through and reflect upon the key issues associated with decision making within Japanese and South Korean companies The work is academically underpinned and contains relevant insights for practising managers The authors draw upon their marketing and management knowledge and expertise in order to contribute to a developing body of general management theory The methodological approach outlined in the book will facilitate a deeper understanding of how national cultural value systems are linked with organizational cultural value systems and this will enhance interdisciplinary research approaches

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Creating Customer Value Through Strategic Marketing Planning Edwin J. Nijssen, Ruud T. Frambach, 2013-11-11 Creating and delivering superior customer value is essential for organizations operating in today's competitive environment This applies to virtually any kind of organization It requires a profound understanding of the value creation opportunities in the marketplace choosing what unique value to create for which customers and to deliver that value in an effective and efficient way Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the market place Creating Customer Value Through Strategic Marketing Planning discusses an approach that is both hands on and embedded in marketing and strategy theory This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools The structure of the book guides the reader through the process of writing a strategic marketing plan Suggestions for using the tools help to apply them successfully This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools Furthermore it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations

Marketing Strategy Paul Fifield, 2012-07-26 Marketing Strategy strips away the confusion and jargon that surround what ought to be one of the most straightforward areas of modern business Marketing and strategy are about relationships between people and this is brought clearly into focus in the text The marketing practitioner will find this an accomplished book on the role of the marketing director in the successful organization of the year 2000 and beyond Managers outside that specialism will be able to understand the pivotal role of marketing in the business strategy process while students will value the bridge it creates between academic theory and practical implementation of marketing in an increasingly competitive environment Key aims of the book are developing a business strategy devising a marketing strategy implementing a marketing strategy

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