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MARKETING STRATEGY 6th edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan.

It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow. Table of Contents Part I: Collecting and Analyzing Marketing Information. Developing Competitive Advantage and Strategic Focus. Customers, Segmentation, and Target Marketing. Ethics and Social Responsibility in Marketing Strategy. Marketing Implementation and Control. Innovation in an Evolving Industry. Monsanto Balances the Interests of Multiple Stakeholders. New Belgium Brewing A: New Belgium Brewing B: Developing a Brand Personality. Mattel Confronts Its Marketing Challenges. Direct Selling in the Thai Cosmetics Market. Standing Out in a Crowded Field. Trouble Brews at Starbucks. There is a focus on the strategic planning process and the writing of a marketing plan. Cases are shorter and focus on strategic issues rather than number crunching. This edition is now a concise 10 chapters in length, making it easily teachable within a one semester course. There are two distinct versions available for this edition: A continued user-friendly writing style covers essential points without heavy use of jargon. New to this Edition Updated content: This edition has been thoroughly updated and revised with expanded coverage throughout the text of recent events in marketing practice by well-known global companies. Eight cases are new to this edition, detailing current and relevant topics and companies, including: Netflix, Wyndham, Apple, and Chevrolet. The remaining cases have been fully updated to include the most current information. These specialized databases allow access to hundreds of scholarly and popular publications - all reliable sources - including journals, encyclopedias, and academic reports. Learn more and access at: Two distinct versions are available this edition: One that includes the text and cases and one that is text-only for use with a separate simulation or case materials. Extra resources include sample syllabi, and an electronic version of the Marketing Plan Worksheets that appear in Appendix A of the text. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Ferrell is the co-author of 20 books and more than articles. William Pride, is one of the most widely adopted principles of marketing text in the world. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues. Bruning Professor of Business Administration in the College of Business at Florida State University, where he is responsible for external relations, executive education, and strategic programs. Hartline primarily teaches graduate courses in Marketing Strategy and Corporate Affairs Management, as well as undergraduate courses in Services Marketing. He has won many teaching and research awards, made many presentations to industry and academic audiences, and co-chaired two international conferences. He also coauthors Marketing Strategy, a widely used textbook. Hartline has served as a consultant to several for-profit and non-profit organizations in the areas of marketing plan development, market feasibility analysis, customer satisfaction measurement, customer service training, and pricing policy. He has also worked with Pfizer, Inc.

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Packed with cutting-edge coverage, current examples, new cases, and--for the first time--photographs, the fifth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan.

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He also coauthors Marketing Strategy, a widely used textbook. Dr. Hartline has served as a consultant to several for-profit and non-profit organizations in the areas of marketing plan development, market feasibility analysis, customer satisfaction measurement, customer service training, and pricing policy.

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Ferrell has co-authored 20 books and more than articles and papers in journals such as Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science and Journal of Public Policy & Marketing.

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