



# Strategic Marketing: An Introduction

By Tony Proctor

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## Strategic Marketing: An Introduction By Tony Proctor

Fully updated and revised to include the latest case studies and examples from a broad range of industry sectors, this second edition of *Strategic Marketing: An Introduction* is a concise, thorough and enlightening textbook that demonstrates how organizations can cope with a myriad of demands by better understanding themselves, their products or services, and the world around them.

From assessing internal relationships to planning and implementing marketing strategies, and featuring analysis of relationship marketing and strategic alliances, Proctor uses insights from a range of key models and theoretical frameworks to illustrate how an organization can successfully take advantage of 'strategic windows' to improve its position. Core issues covered include:

- marketing strategy
- analyzing the business environment
- the customer in the market place
- targeting and positioning
- marketing mix strategy.

This textbook is the complete guide to assessing and imposing a realistic and successful marketing strategy to fit an organization, its resources and objectives,

and the environment in which it operates. Accessibly written and supported by a user-friendly companion website, this new edition of *Strategic Marketing: An Introduction* is an essential resource for all students of marketing and business and management.

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About the Author

**Tony Proctor** is Professor in Marketing at the University of Chester, UK. He has written extensively on marketing and related issues, including *Creative Problem Solving for Managers, Second Edition* (Routledge, 2005).

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