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Frameworks for Market Strategy: European Edition

Noel Capon, Frank Go

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EUROPEAN EDITION

Frameworks FOR MARKET STRATEGY



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Noel Capon, Frank Go : Frameworks for Market Strategy: European Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Frameworks for Market Strategy: European Edition:

Frameworks for Market Strategy helps students understand how to develop and implement a market strategy and how to manage the marketing process. Marketing activity is the source of insight on the market, customers, and competitors and lies at the core of leading and managing a business. To understand how marketing fits into the broader challenge of

managing a business, Capon and Go address marketing management both at the business and functional levels. The book moves beyond merely presenting established procedures, processes, and practices and includes new material based on cutting-edge research to ensure students develop strong critical thinking and problem-solving skills for success. In this European edition, Capon and Go have retained the strong framework of the book, but have updated the cases, examples, and discussions to increase the book's relevance for students outside the USA. Key features include:

- A strong strategic focus, teaching students how to analyze markets, customers, and competitors to plan, execute, and evaluate a winning market strategy
- Practical examples from a range of contexts, allowing students to develop the skills necessary to work in for-profit, public, or non-profit firms
- Emphasis on understanding the importance of working across organizational boundaries to align firm capabilities
- Full chapters devoted to key topics, including brand management, digital marketing, marketing metrics, and ethical as well as social responsibilities
- Focus on globalization with a chapter on regional and international marketing
- Multiple choice, discussion, and essay questions at the end of each chapter

Offering an online instructor's manual and a host of useful pedagogy — including videos, learning outcomes, opening cases, key ideas, exercises, discussion questions, a glossary, and more — this book will provide a solid foundation in marketing management, both for those who will work in marketing departments, and those who will become senior executives.

"Noel Capon and Frank Go have written a highly comprehensive textbook on market strategy that will be of great use to students of marketing at every level, from undergraduate to MBA to executive programs. I particularly appreciate the treatment of current issues, such as customer relationship management systems and digital marketing, including the use of social media." George S. Yip, Imperial College Business School, UK

About the Author Noel Capon is the R.C. Kopf Professor of International Marketing at Columbia Business School, USA. He has published more than 60 articles and book chapters, and more than 30 books in English, Chinese, Russian, and Spanish. He has taught at schools around the world, including in Great Britain, Australia, China, France, and India. Frank Go is the Bewetour Emeritus Professor of Tourism Marketing at Rotterdam School of Management, Erasmus University, the Netherlands. He serves on the Board of the Service Leadership Institute, and Customer Connection.