



# Strategic Marketing: An Introduction

By Tony Proctor



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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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