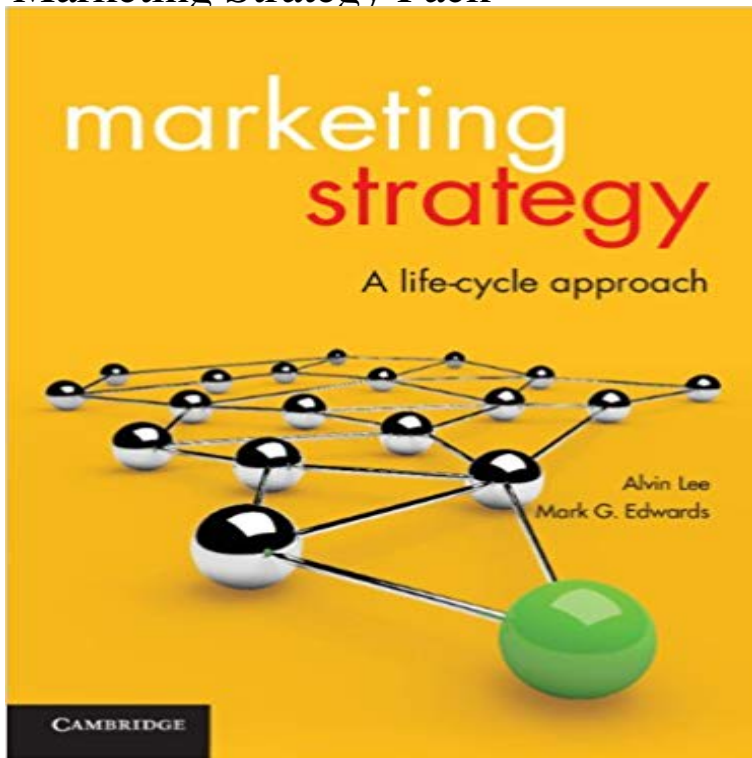


## Marketing Strategy Pack



Marketing Strategy: A Life-Cycle Approach takes a fresh approach to teaching students how to devise, implement and monitor strategies for superior performance in the market with a focus on themes of sustainability and ethics. The concepts and principles of strategic marketing are introduced from a product and business life-cycle perspective. Within that framework, the book explains the nature of strategic thinking, covers the theory and practical application of analytics, explores the considerations, constraints and possible strategic marketing choices available at each stage of the product life-cycle and outlines how to monitor and modify the performance of strategies. With a matching structure and topical emphasis, the accompanying Marketing Strategy Casebook is a collection of contemporary case studies designed to develop students capacity to analyse challenging situations and to implement strategies to overcome them. The case studies are based on real-world scenarios and are drawn from diverse regions, industries and technologies.

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