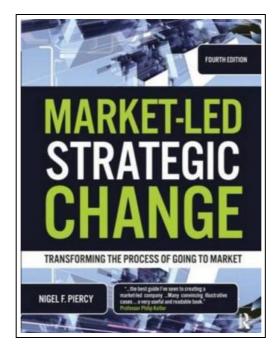
# Market-Led Strategic Change: Transforming the Process of Going to Market (Hardback)



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## Reviews

It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.

(Lavina Torp)

## MARKET-LED STRATEGIC CHANGE: TRANSFORMING THE PROCESS OF GOING TO MARKET (HARDBACK)



Taylor Francis Ltd, United Kingdom, 2008. Hardback. Book Condition: New. 4th Revised edition. 242 x 184 mm. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. The fourth edition of the best seller, Market-Led Strategic Change, confronts the real issues companies face in going to market effectively and profitably, including: \* corporate social responsibility \* marketing under siege \* dominant customers and much else besides. In his witty and direct style, Nigel Piercy takes into account state-of-the-art thinking, including nine new case studies providing invaluable lessons from global firms: \* Tata \* EMI and the music business \* Cloud computing \* IBM \* BAA \* Rover cars \* Tesco in the USA \* Mittal and global steel \* One-Laptop-Per-Child. The book confronts the critical issues now faced in strategic marketing: \* escalating customer demands driving the imperative for superior value \* totally integrated marketing to deliver customer value \* the diffusion of Internet-related issues throughout marketing \* managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century. Tutor Resource pack available at.



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