



Strategic Market Management (Strategic Market Management)

By David A. Aaker

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"Unquestionably the most comprehensive treatment available on the subject. I found this book unique in its capacity to benefit executives, planning staff, and students of strategy alike."

-- Robert L. Joss, Dean of the Graduate School of Business, Stanford University

Create successful strategies for today's dynamic business environment
It isn't your Dad's (or Mom's) marketplace any more. Business environments once seemed quite stable and simple. Today, every market can be described as dynamic, and you need to adapt your strategies in order to counter the threats and maximize your opportunities.

The Eighth Edition of Strategic Market Management is designed to give you the strategic management tools you need to meet the challenges created by the dynamic nature of markets. Using a variety of concepts and methods such as strategic questions, portfolio models, and scenario analysis, the book outlines the five competencies that spark successful, ongoing strategizing:

Strategic analysis--With an emphasis on external market analysis, this new edition illustrates a structured approach to understanding the customer, the competitor, and important trends that you can apply to your strategic decision making

Stimulating and managing innovation--Understand different types of innovation and deal with the organizational challenges involved in bringing innovations to market

Managing multiple businesses--Know how to allocate resources towards businesses of the future and away from businesses that lack growth potential

Creating advantage--Take a long-term perspective to develop truly sustainable competitive advantages (SCAs)

Developing growth strategies--Gain the skills to energize, leverage, globalize the business, or create new businesses

Significantly revised, with a wealth of new and updated material, Strategic Market Management, 8th Edition remains the most authoritative guide to creating business strategies that will be relevant and compelling to customers, sustainable even in face of competitive attack, and maximize the assets and competencies of your organization.

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Editorial Review

From the Back Cover

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About the Author

David Aaker is professor of Marketing, Emeritus at the Haas School of Business, University of California Berkeley. He is a leading expert on brand strategy and strategic marketing and is the author of over seven books for both the practitioner and the student of marketing.

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