

Absolute Essentials of Strategic Marketing

Tony Proctor

Contents

<i>Preface</i>	<i>vi</i>
Introduction	1
1 Marketing strategy	3
2 Product portfolio and marketing capabilities	11
3 Industry and competition	21
4 The marketing environment	31
5 Customer and market analysis	40
6 Sustainable competitive advantage	51
7 Growth strategies	60
8 Segmentation, targeting and positioning	71
9 Marketing mix strategy	80
10 International marketing	91
11 Marketing planning and implementing marketing strategy	100
<i>Index</i>	<i>112</i>