

THE MANAGER'S GUIDE TO

COMPETITIVE MARKETING STRATEGIES

SECOND EDITION

NORTON PALEY

Alexander-Norton, Inc.



CRC Press

Taylor & Francis Group

Boca Raton London New York

CRC Press is an imprint of the
Taylor & Francis Group, an **informa** business

CONTENTS

Introduction to the Second Edition	ix
The Author.....	xvii
SECTION I: STRATEGY AND ITS BASIC PRINCIPLES	
1 Competitive Strategies in Action.....	3
SECTION II: THE FRAMEWORK FOR COMPETITIVE ANALYSIS	
2 External Analysis.....	41
3 Internal Analysis.....	109
SECTION III: MARKETING RESEARCH AND PLANNING	
4 Developing a Marketing Intelligence System.....	179
5 Marketing Research Techniques	203
6 Strategic Marketing Planning	229
7 Developing the Marketing Plan.....	247
SECTION IV: SPECIFIC COMPETITIVE STRATEGIES	
8 Market Strategies.....	275
9 Product/Service Strategies	289
10 Pricing Strategies	335
11 Promotion Strategies	349
12 Distribution Strategies.....	369
13 A Global Marketing Perspective and Strategy Teams.....	387
Appendix: Checklists for Developing Competitive Strategies	403
Index.....	415