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Chapter 2: A Strategic Marketing Framework introduces topics such as the development of a complete marketing strategy, differentiation, product positioning, developing a value proposition, the product life cycle, and product line management—all of which will be further developed throughout the remainder of the text.

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marketing executives have up-to-date knowledge of competitive dynamics and know how to integrate marketing strategy into an overall business strategy. Strategic marketing management provides a comprehensive examination of all the major components of marketing strategies and their integration into organisations.

22722C Strategic Marketing Management

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Chapter 2. A Strategic Marketing Framework
Part II: Analysis for Marketing Decisions
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Chapter 6.

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