

BRIEF CONTENTS



Guided tour	xiv
Preface	xix
About the author	xxvii
Acknowledgements	xxix
Publisher's acknowledgements	xxxi
1 Introduction	1
PART I ASSESSING THE COMPETITIVENESS OF THE FIRM (INTERNAL)	22
2 Identification of the firm's core competences	27
3 Development of the firm's competitive advantage	60
PART II ASSESSING THE EXTERNAL MARKETING SITUATION	102
4 Customer behaviour	107
5 Competitor analysis and intelligence	155
6 Analysing relationships in the value chain	185
PART III DEVELOPING MARKETING STRATEGIES	232
7 SWOT analysis, strategic marketing planning and portfolio analysis	237
8 Segmentation, targeting, positioning and competitive strategies	282
9 CSR strategy and the sustainable global value chain	325
PART IV DEVELOPING MARKETING PROGRAMMES	352
10 Establishing, developing and managing buyer–seller relationships	359
11 Product and service decisions	392
12 Pricing decisions	432
13 Distribution decisions	461
14 Communication decisions	490
PART V ORGANISING, IMPLEMENTING AND CONTROLLING THE MARKETING EFFORT	528
15 Organising and implementing the marketing plan	533
16 Budgeting and controlling	565
Appendix Market research and decision support system	592
Glossary	622
Index	632

