

Peter Doyle

Value-based Marketing



Value Based Marketing Peter Doyle

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Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrich INSEAD, Veronica Wong Aston Business School, John Quelch Harvard Business School, Susan Hart Strathclyde Graduate Business School, SGBS, Michael Baker Emeritus Professor SGBS, Tim Ambler London Business School, Tony Cram Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

Marketing Management Gregory Whitwell, Bryan A. Lukas, Peter Doyle, 2003-03-07 This text is the Australasian adaptation of Peter Doyle's *Value Based Marketing*. It reformulates marketing, making it more relevant and establishing it on a sounder intellectual basis. The governing objective of management in most of today's leading companies is to maximize long term returns to shareholders. This book redefines marketing's role as contributing to this task of shareholder value creation. It explores how marketing planning and decisions about brands, pricing, communications, distributions and the Internet drive corporate value. This step by step guide provides practical ways to develop marketing strategies that generate growth and shareholder value.

Managing Marketing Roger Palmer, Juanita Cockton, Graham Cooper, 2012-06-14 The newly qualified manager may well be equipped with the skills of the What of marketing and management but not know the How. The practicing marketer is well served with guides on strategy, mainly of the four minute plan variety but poorly served in terms of basic advice on implementing the strategy and plans. This book is therefore designed to give clear guidance in managing the marketing function as a practical entity and allowing the new marketer to grasp how the theory can be applied to the job. Written by practitioners who are also active in the marketing education and training sectors, it gives the reader a clear overview of how the key areas of marketing knowledge can be made operationally effective. How to make marketing practical and measurable. A huge range of examples and vignettes illustrating best practice. A truly international perspective. The book will be an invaluable toolkit for the newly qualified and newly appointed marketer trying to apply their knowledge of the

theory *A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing* Jim Blythe, 2006-10-18 Studying Marketing is packed full of lively debate and funny anecdotes covering topics marketing students are familiar with such as key thinkers and concepts and some they are not. It looks at areas most textbooks ignore such as the development of marketing as a discipline and as an academic subject and raises arguments that students haven't heard about in their lectures. Conceived by Chris Grey as an antidote to conventional textbooks each book in the Very Short Fairly Interesting and Reasonably Cheap series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal conversational and often humorous way. Suitable for Marketing students at Undergraduate and Postgraduate level. Along with professionals involved in marketing and anyone interested in how marketing works.

Contemporary Strategic Marketing Ross Brennan, Paul Baines, Paul Garneau, 2007-10-12 An extremely fluent and effective text designed to be a complete resource for single semester modules this new edition has a unique combination of text case studies. The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory. Also available is a companion website with extra features to accompany the text please take a look by clicking below <http://www.palgrave.com/business/brennan>

Market-Led Strategic Change Nigel F. Piercy, 2012-05-04 The third edition of Market Led Strategic Change builds on the massive success of the previous two editions popular with lecturers and students alike presenting an innovative approach to solving an old problem making marketing happen. In his witty and direct style Nigel Piercy has radically updated this seminal text popular with managers students and lecturers alike to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking he fully evaluates the impact of electronic business on marketing and sales strategy and stresses the goal of totally integrated marketing to deliver superior customer value. Reality Checks throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing escalating customer demands driving the imperative for superior value totally integrated marketing to deliver customer value the profound impact of electronic business on customer relationships managing processes like planning and budgeting to achieve effective implementation. At once pragmatic cutting edge and thought provoking Market Led Strategic Change is essential reading for all managers students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century.

Professional Marketing Reading Sampler Wiley, 2012-07-03 John Wiley Sons Ltd is a leading publisher in books journals and electronic products covering all areas of marketing and sales. From social media to market research to branding we cover it all. This Professional Marketing Reading Sampler includes book excerpts for a taste of our top marketing titles from the following expert authors Andy Bird Mhairi McEwan Philip Sheldrake Laurie Young The CIM Jeremy Kourdi Christer Holloman Patrick Barwise Sean Meehan Jesko Perrey and Dennis Spillecke.

Marketing Strategy Masterclass Paul Fifield, 2008 This is a highly structured fully developed practical companion to Fifield's successful

Marketing Strategy It can however stand alone for those executives whose needs are for guidance on implementing marketing strategy rather than doing the background thinking and covering the key conceptual issues **Writing**

Marketing Stephen Brown,2005-09-15 Marketing is a very diverse discipline dealing with everything from the costs of globalization to the benefits of money back guarantees However there is one thing that all marketing academics share They are writers They publish or perish Their careers are advanced and their reputations are enhanced by the written word Despite its importance writing is rarely discussed much less written about by marketing scholars It is one of the least understood yet most significant academic competencies It is a competency in need of careful study Writing Marketing is the first such study It offers a detailed reading of five renowned marketing writers ranging from Ted Levitt to Morris Holbrook and draws lessons that can be adopted with profit by everyone else Although it is not a how to book there are no lengthy lists of dos and don ts Writing Marketing reveals that the rules of good writing are good for nothing Written by Stephen Brown whose own writing skills are much commented upon Writing Marketing is insightful illuminating and iconoclastic It is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences

Real-Time Marketing for Business Growth Monique Reece,2010-03-25 In this book one of the world s leading business consultants offers you a complete blueprint for igniting profitable sustainable growth in your company Monique Reece introduces the proven start to finish PRAISE process that builds growth through six interrelated steps Purpose Research Analyze Implement Strategize and Evaluate Execute She demonstrates how to use fast agile real time planning techniques that are tightly integrated with execution as part of day to day operations how to clarify your company s purpose value to customers and most attractive opportunities how to fix problems in sales and marketing that have persisted for decades and finally measure the real value of marketing how to combine the best traditional marketing techniques with the latest best practices for using social media how to systematically and continually improve customer experience and lifetime value Reece s techniques have been proven with hundreds of companies over the past two decades companies ranging from startups to intrapreneurial divisions of the world s largest Fortune 500 firms They work and with her guidance they will work for you too

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