



Strategic Marketing Management: A Means-End Approach: A Means-End Approach (McGraw-Hill Executive MBA)

Mark Parry

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Strategic Marketing Management provides a logical approach for developing and positioning corporate and product brands, and skillfully managing those brand positions over time. Case studies and examples illustrate how to maximize benefits from a "first-mover" strategy, navigate a brand extension, set priorities when establishing brand meanings, and more. Whether branding new product lines or managing brand meanings for established products, this accessible, concise guide helps marketing executives assess market trends, make branding decisions quickly and confidently—then execute those decisions with precision.

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