

Marketing Strategies

New Approaches, New Techniques

The Best of Long Range Planning

Malcolm McDonald

About the Book

Marketing is continually having to adopt new approaches and techniques to respond to a changing business environment that is characterised by increasing consumer sophistication, deregulation, time-based competition, and lack of market growth. Such adaptive techniques have led to marked change in marketing practices over the years. This selection of papers from "Long Range Planning - The International Journal of Strategic Management" reflects the key contemporary issues and developments in marketing strategy that face organisations as they approach the next century. What emerges is a holistic view of the full range of changes that are taking place in marketing that both demonstrates the current state of marketing technique and provides a glimpse of where marketing is heading in the future.



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