
Creating Customer Value Through Strategic Marketing Planning

A Management Approach

Edwin J. Nijssen and Ruud T. Frambach

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Creating Customer Value Through Strategic Marketing Planning A Management Approach

Xiaohuan Zhang



Creating Customer Value Through Strategic Marketing Planning A Management Approach:

Creating Customer Value Through Strategic Marketing Planning Edwin J. Nijssen,Ruud T. Frambach,2001

Creating and delivering superior customer value is essential for organizations operating in today s competitive environment This applies to virtually any kind of organization It requires a profound understanding of the value creation opportunities in the marketplace choosing what unique value to create for which customers and to deliver that value in an effective and efficient way Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the market place Creating Customer Value Through Strategic Marketing Planning discusses an approach that is both hands on and embedded in marketing and strategy theory This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools The structure of the book guides the reader through the process of writing a strategic marketing plan Suggestions for using the tools help to apply them successfully This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools Furthermore it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations

Creating Customer Value Through Strategic Marketing Planning Edwin J. Nijssen,Ruud T.

Frambach,2014-01-15

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Frambach,2013-11-11 Creating and delivering superior customer value is essential for organizations operating in today s competitive environment This applies to virtually any kind of organization It requires a profound understanding of the value creation opportunities in the marketplace choosing what unique value to create for which customers and to deliver that value in an effective and efficient way Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the market place Creating Customer Value Through Strategic Marketing Planning discusses an approach that is both hands on and embedded in marketing and strategy theory This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools The structure of the book guides the reader through the process of writing a strategic marketing plan Suggestions for using the tools help to apply them successfully This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools Furthermore it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations

Managing Health Care Business Strategy George B. Moseley

III,Moseley,2017-03-20 Managing Health Care Business Strategy is the definitive textbook on strategic planning and management for healthcare organizations It offers all the basic information on strategic planning and management within the unique context of organizations concerned with the delivery and financing of health care It does this by noting the singular

strategic environment in health care explaining the special procedures and options available to health care organizations and providing real life examples in the form of case studies It includes not only a description of the basic multi step process of creating and then managing a strategic plan but also a detailed look at the role played by the key business functions finance marketing human resources information technology and law as well as specific strategic options merger acquisition reorganization joint venture and some of the popular tools for analyzing strategic situations balanced scorecard Six Sigma SWOT

Npd in Indigenous Chinese Companies and Its Deployment Within the Chinese Economy Xiaohuan Zhang, 2006-11

The thesis aims to examine and explore NPD activities within China and establish whether a Western interpretation of NPD is appropriate to indigenous Chinese companies engaged in an economy which is entering an era of globalisation The research is based on ten case studies undertaken within five industrial sectors lighting light fabrication watches personal consumer products white goods automotive and telecommunications Cases are representative of the differing types of Chinese organisations and include examples of privately collectively and state owned enterprises POEs COEs and SOEs together with international joint ventures IJVs Conceptual approaches are developed to examine organisational background NPD culture technology transfer NPD coordination entrepreneurial behaviour network development and market dynamics within each case study The units of analysis in the framework reflect three main themes of intra extra organisational and strategic issues which are revisited throughout the thesis The case studies are analysed using a mapping process in which each of the cases is described in terms of its engagement with NPD roles and performance and their correlation with economic development compared with Western practice Contingent on this the thesis identifies a series of assumptions within Western literature which are evaluated by assessing the case study findings to establish the transferability of NPD conceptions In addition correlations between differing NPD related issues are identified using repertory grid theory detailed in a separate appendix and complementary to the case study analysis The thesis concludes by proposing models of strategic NPD specific to Chinese organisations at both intra organisational and micro and macro economic levels these provide an overview of distinctive NPD performance in indigenous companies contextualised within the Chinese economy The implication is that the future development of the Chinese economy will necessitate greater engagement with NPD albeit in a differing form

Towards effective food chains Jacques Trienekens, Jan Top, Jack van der Vorst, Adrie Beulens, 2023-09-04 Food chain management research can help in the analysis and redesign of value creation and the product flow throughout the chain from primary producer down to the consumer The aim is to meet consumer and societal requirements effectively at minimal cost In the Wageningen UR strategic research program Agrologistics and Supply Chains 2005 2009 a large number of Wageningen UR research institutes were involved in multi disciplinary and applied research projects in order to shed light on diverse food supply chain management challenges such as design of chain strategies collaboration efficiencies between chain partners management of risks in chains innovative modeling concepts and application of information technologies This book presents

the results of this program It offers a diverse disciplinary spectrum on food supply chains and its challenges in 15 chapters It contributes considerably to the advancement of our knowledge on management and control of food supply chains

Marketing Innovation Strategies and Consumer Behavior Barbosa, Belem, 2024-04-09 In today's fast paced global marketplace businesses grapple with the relentless demand for innovation in marketing strategies The landscape is ever evolving driven by digital advancements and shifting consumer behaviors leaving companies scrambling to stay relevant Academic scholars educators and managers face a formidable challenge deciphering the complex web of trends and technologies shaping modern marketing while equipping themselves with actionable strategies to thrive in this dynamic environment By delving into topics ranging from digital marketing and sustainability initiatives to data analytics and emerging technologies Marketing Innovation Strategies and Consumer Behavior equips readers with the tools they need to survive and thrive in the modern marketplace Its emphasis on real world case studies ensures practical relevance while its theoretical underpinnings offer a solid foundation for academic inquiry This book is an indispensable resource for scholars seeking to deepen their understanding of marketing innovation providing actionable insights and strategic frameworks to navigate the complexities of the digital age with confidence and agility

Frugal Innovation in Entrepreneurship Manna, Reshmi, Singh, Ankit, 2025-04-30 Entrepreneurs face numerous challenges in today's rapidly evolving business landscape including limited resources uncertain markets and increasing competition Conventional approaches to innovation often require substantial investments and advanced technology making them inaccessible to many entrepreneurs particularly those in developing nations This disparity in access to innovation tools and strategies can hinder the growth and success of small and medium sized enterprises SMEs worldwide Frugal Innovation in Entrepreneurship steps in as a valuable resource for entrepreneurs policymakers practitioners and researchers seeking to understand and capitalize on the advantages of frugality in entrepreneurial environments It aims to democratize innovation making it available to a broader range of entrepreneurs especially those in developing nations By providing actionable insights and practical guidance Frugal Innovation in Entrepreneurship contributes to the ongoing discussion on frugal innovation and its role in promoting sustainable entrepreneurship worldwide

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EBOOK: Principles and Practice of Marketing, 9e David Jobber, Fiona Ellis-Chadwick, 2019-08-01 EBOOK Principles and Practice of Marketing 9e

Principles of Marketology, Volume 2 Hashem Aghazadeh, 2017-04-28 Principles of Marketology Volume 2 focuses on the practical aspect and demonstrates the applications of marketology referring to market orientation internal marketing business market and competitive analysis concepts and techniques Then the modern marketology and its developments in the future are discussed At the of this volume as the appendix a handbook of marketology is presented in which a practical manual including simple and summarized descriptions of different needed parts and worksheets for executing marketology in an organization is

depicted **Principles of Marketology, Volume 1** H. Aghazadeh, 2016-04-29 In *Principles of Marketology Volume 1* Theory Aghazadeh explores the definition origins and framework of a new methodology for helping organizations better understand their market and competition

The Strategic Digital Media Entrepreneur Penelope M. Abernathy, JoAnn Sciarrino, 2018-09-28 A goldmine of strategic insights and practical business guidance covering all aspects of media entrepreneurship in the Digital Age The media industry is facing epic upheaval Revolutionary new technologies compel those in businesses as diverse as broadcasting to book publishing to radically recreate their business models or be left in history's wake At the same time those with the next big idea are eager to acquire the business know how needed to make it in today's brave new world of media Written by a uniquely well qualified author team this book addresses the concerns of both audiences Penelope Muse Abernathy and JoAnn Sciarrino provide timely lessons on everything from media financing to marketing business strategy to leadership innovation to business accounting They use numerous case studies and real world vignettes to reveal the success secrets of today's hottest media entrepreneurs as well as the fatal flaws that leads many promising new ventures down the road to ruin They begin with a primer on digital entrepreneurship basics covering how to create a winning digital business model obtain financing do business accounting identify strategic challenges and more From there they show you how to Develop sustainable customer focused strategies while overcoming the unique leadership challenges of the Digital Age Define your company's unique value proposition prioritize investments in key assets and form strategic partnerships and alliances Understand and prepare to exploit the vast potential inherent in the next generation of digital technologies including artificial intelligence virtual reality and blockchain among others The two companion websites feature a wealth of supplemental material including updates instructional videos essays by media leaders as well as PowerPoint presentations and study guides for instructors Packed with practical insights and guidance on all aspects of the business of media in the Digital Age *The Strategic Digital Media Entrepreneur* is a must have resource for professionals and students alike in advertising marketing business strategy entrepreneurship finance social media and more

[Creating and Managing Superior Customer Value](#) Arch G. Woodside, Michael Gibbert, Francesca Golfetto, 2008-11-01 Advances theory and offers tools for measuring value dimensions and strength This work focuses on advancing value theory research and strategy in business to business contexts It is suitable for improving thinking decisions and actions relating to the creation marketing and purchasing of superior value in products and services

Strategic Market Management David A. Aaker, Christine Moorman, 2023-10-13 Learn to identify select implement and adapt market driven business strategies for profitable growth in competitive markets In *Strategic Market Management* David Aaker and Christine Moorman deliver an incisive practical and up to date guide for identifying selecting implementing and adapting market driven business strategies in increasingly complex dynamic and crowded markets The authors provide the concepts frameworks tools and best practice case studies required to develop capabilities in key strategic marketing tasks achieve high quality decision making and drive long term

profitable growth Extensively revised and updated the twelfth edition of Strategic Market Management offers newly written chapters focused on growth and branding that reflect cutting edge frameworks based on the most recent research and the authors experiences with leading companies New real world examples and stronger frameworks including cutting edge approaches for environmental analysis offering market selection and target market selection New digital marketing strategy topics including the metaverse algorithmic bias augmented reality influencers and gamification are integrated throughout the book Strategic Market Management Twelfth Edition is an excellent textbook for courses at all levels that seek a strategic view of marketing such as Strategic Market Management Strategic Market Planning Strategic Marketing Marketing Strategy Strategic Planning Business Policy and Entrepreneurship It is also a valuable reference and guide for MBA and EMBA students managers planning specialists and executives wanting to improve their marketing strategy development and planning processes or looking for a timely overview of recent issues frameworks and tools

Creating Customer Value Through Functional Integration Michael A. Guolla,1992 *Executive Education 2007* Roderick Millar,2007 This handbook provides an annual snapshot from the iedp info Web site and database giving both HR professionals and their senior management colleagues an authoritative overview of the international executive development scene clarifying who does what when where and how in executive education around the world

Marketing Roger A. Kerin,Steven W. Hartley,William Rudelius,2007 *MARKETING THE CORE 2 e* by Kerin Berkowitz Hartley and Rudelius continues the tradition of cutting edge content and student friendliness set by *Marketing 8 e* but in a shorter more accessible package The Core distills *Marketing s* 22 chapters down to 18 leaving instructors just the content they need to cover the essentials of marketing in a single semester Instructors using The Core also benefit from a full sized supplements package that surpasses anything offered by the competition while students will appreciate the easy to read paperback format that s equally kind to both the eyes and the pocketbook The Core is more than just a baby Kerin it combines great writing currency and supplements into the ideal package for budget conscious students and time conscious professors

Marketing Planning and Management Alexander Chernev, A company s future hinges on its ability to develop successful market offerings that create superior value for target customers the company and its collaborators Market success is rarely an accident it is typically a result of diligent market analysis planning and management To succeed in the market a company must have a viable business model and an action plan to make this model a reality The key aspects of the process of marketing planning and management and the G STIC framework for developing an action plan are the focus of this note The discussion of marketing planning and management is complemented by an in depth overview of three additional topics developing a marketing plan conducting a marketing audit and the key project management frameworks This note is an excerpt Chapter 3 from *Strategic Marketing Management Theory and Practice* by Alexander Chernev Cerebellum Press 2019

Strategic Marketing Decisions in Global Markets Isobel Doole,Robin Lowe,2005 This groundbreaking text analyses the decisions within the overall planning

process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

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