



Marketing Bundle: Market-Led Strategic Change, Third Edition (Chartered Institute of Marketing)

By Nigel F. Piercy

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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.

Hugely successful previous editions

Thoroughly updated with new cases

'Reality Checks' in each chapter to encourage pragmatic mindset

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Editorial Review

Review

Reviews of the previous edition:

'..the best guide I've seen to creating a market-led company.'

Professor Philip Kotler, S C Johnson & Son Distinguished Professor of International Marketing, Northwestern University, USA

'Much is known about good marketing practice, but little is known about how to transform a company into a first-rate marketing company. Nigel Piercy has provided the best guide I've seen to creating a market-led company...many convincing illustrative examples... a very useful and readable book.'

Professor Philip Kotler, S C Johnson & Son Distinguished Professor of International Marketing, Northwestern University, USA

'Professor Piercy lives up to his promise to provide management with a number of tools and techniques to help implement marketing effectively in their own companies so that customer considerations and satisfaction are put at the top of the management agenda. A very practical manual, full of good useful advice...I enjoyed reading it.'

Professor John O'Shaugnessy, Professor of Business, Columbia University, New York

'It is not just the chapter titles which are provocative. The more closely one reads the contents of the individual chapters, it becomes apparent that they constitute a healthy mix of foundation material (informative), well-reasoned questioning of certain heretofore unchallenged assumptions and practices (provocative), and clear directions to managers as to how the content of the individual chapters can be put to use in organizations (instructive)...I was looking for new insights, needless to say I was not disappointed...an outstanding contribution.'

Professor P Rajan Varadarajan, Foley's Professor of Marketing, Texas A&M University

'I think it's fantastic! It's well-written...and talks about what needs to be talked about, which is marketing-as-done, rather than marketing-as-conceived. It will make a big impact on the manager who can actually use it.'

Professor Thomas V Bonoma, Professor of Business Administration, Harvard Business School

'This book is aimed at the reflective practitioner who wants to get things done. It is a management perspective on marketing, where marketing is not just the Marketing and Sales Department but a way of life that permeates every corner of the company. Market-Led Strategic Change demonstrates the author's ability to combine systematic analysis with practical advice for action. The book is rich in practical examples from the author's own experience and research.'

Professor Evert Gummesson, Professor of Marketing, University of Stockholm

'By now everyone knows (or should know) what marketing is and what benefits will accrue to the marketing oriented organization. The problem is not what but how. Virtually all the recent work on competitiveness and competitive success...confirms that 'it ain't what you do, it's the way that you do it'. In his new pragmatic and practitioner-oriented book Nigel Piercy provides usable insights and advice on how to establish, develop, deliver and sustain long-term customer satisfaction which can be the only guaranteed road to survival and success. I will use the book myself both as an educator and a senior manager/company director.'

Professor Michael J Baker, Professor of Marketing, University of Strathclyde

'Once in a while comes a book that is clearly a classic. Nigel Piercy writes for managers responsible for designing and implementing profit-effective strategies - that is, all managers. The key is a practical obsession with serving customers, with the creation of long-term customer satisfaction. The ideal of customer-oriented management has long been preached by theoreticians. But in this remarkable book it is now made realistic and actionable. No marketing manager can afford to be without this book. Nor can any non-marketing manager.'

Professor Gordon R Foxall, Professor of Consumer Policy, Birmingham Business School

'I have always enjoyed reading what Nigel Piercy has to say about marketing, because he always has something interesting and useful to say. This book is no exception. It is creative, original, punchy, practical, challenging, thought-provoking, actionable, and a very enjoyable read to boot. I shall definitely be recommending it to as many people as possible. It will make an enormous contribution to marketing practice.'

Professor Malcolm McDonald, Professor of Marketing Planning, Cranfield School of Management

'British business has been in search of the customer-driven organization for three decades. This book is an important step forward in the pursuit of this elusive goal...There are no quick-fixes in the world of market-led change. This practical book helps lay out a way forward for the manager caught up in the politics of delivering success to his organization.'

David M Battye, Associate Director, Harbridge House Consulting Group

'There are too many books on marketing theory and too few on how to change the culture of a company to make it market responsive. Nigel Piercy's book is pragmatic and has the whiff of battle and the real world about it.'

Sir John Harvey-Jones, former Chairman, ICI plc

'Essentially management is about change and, for commercial undertaking, very much about the change necessary to secure and grow markets. Professor Piercy's book Market-Led Strategic Change both teaches and reminds us what it takes to develop and deliver that business essential, the marketing plan....I very much enjoyed reading the book and I am happy to admit that I learned from it.'

Sir Graham Day, former Chairman, British Aerospace

About the Author

Nigel F. Piercy BA, MA, PhD, FCIM is Professor of Marketing and Strategy at Warwick Business School in the University of Warwick, UK. He has also been visiting professor at Texas Christian University, the Fuqua School of Business at Duke University in North Carolina, the Columbia Graduate School of Business in New York, and at the University of California, Berkeley. He was previously Professor of Strategic Marketing and Head of the Marketing Group at Cranfield School of Management. For several years he was the Sir Julian Hodge Professor of Marketing and Strategy at Cardiff University. He has managerial experience in retailing and was in business planning with Nycomed Amersham plc. He has extensive experience as a consultant and management workshop speaker and facilitator with many organizations throughout the world, specializing in the issues of market strategy planning and implementation. Recent client companies have included: KPMG, British Telecom, Allied Dunbar, Ford Cellular, AT&T, Honeywell, AIB Group, ICL, IMI, Scottish Widows, AMEY, Novar, Yellow Pages, and other smaller companies. He has worked with managers and management students in the UK, Europe, the USA, the Far East, and South Africa. He has been a Vice Chair of the American Marketing Association's Marketing Strategy Special Interest Group, and a Vice Chair with the Academy of Marketing Science. His research interests span several areas related to the development of marketing implementation strategy - such as marketing planning and budgeting, internal marketing and marketing organization - and he is currently focusing on a number of projects related to sales organization

effectiveness and the sales/marketing interface. Professor Piercy has published sixteen books and has some 200 articles and papers in the management literature throughout the world. Among other awards and prizes, he was the UK Marketing Author of the Year for three years, and has published papers in the Journal of Market

Users Review

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Anthony Collins:

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