



Marketing and Management Models: A Guide to Understanding and Using Business Models (Marketing Strategy Collection)

Helen Strong

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Modern business practice, especially in the field of marketing, depends on the integration of creative and analytical thinking. One of the tools in this process is the use of management models to guide business decisions.

However, the inherent power of the models is only released when the people applying them have the ability to gather relevant information and interpret the relationships between the variables in the model.

This book examines the role of some of the most popular management models and will help you determine when they should be applied. In addition, it suggests which models may be relevant and, more importantly, identifies the type of information needed to implement them; and also reduces the complexity of these models through a logical and systematic approach. Models recognize the impact of globalization, technology, systems thinking, and the need for an integrated approach in strategic marketing. You'll find new ones dealing with consumer engagement, gamification, supply chain management, and cultural integration.

If you're a student of business and marketing, a junior market researcher, or a manager responsible for the preparation of strategic analyses prior to problem-solving and planning sessions, this book is for you!

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