

**Specifications:-**

- Marketing Strategy And Competitive Positioning, 7th Edition, By Hooley, Nicoulaud, Rudd And Lee Provides A Deep Understanding Of The Process Of Developing And Implementing A Rigorous Marketing Strategy.
- This Book Focuses On Competitive Positioning And Includes In-Depth Discussions Of The Processes Used Within Marketing To Achieve Competitive Advantage In A Business Environment - By Creating And Sustaining Superior Performance In The Marketplace.
- The Key Approach Used In This Book Is To Focus On Two Central Issues In Marketing Strategy Formulation – The Identification Of Target Markets, And The Creation Of A Differential Advantage. In Doing So, It Recognises The Emergence Of Potential New Target Markets Born Of The Recession, Increased Concern For Climate Change And Disruption From Ongoing Technological Advances.
- It Helps You Examine Ways In Which Firms Can Differentiate Offerings Through Recognition Of Environmental And Social Concerns And Innovation.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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