



Marketing Strategy Masterclass

By Paul Fifield

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The very best business isn't born out of hunches, macho tactical skirmishing or simply 'being busy', but is the product of careful calculation and understanding customers' needs, wants and aspirations. Marketing Strategy Masterclass is a 'how to' book of marketing strategy focused on doing what our customers want us to do, how they want it done.

Included throughout are the wise words of a choice selection of history's masters, depicted on the book's front cover.

Aimed at professional marketing managers, business development managers and students, this real and practical masterclass is an indispensable reference for use on its own or alongside Marketing Strategy, 3rd edition, also published by Butterworth-Heinemann.

ABOUT THE AUTHOR

Paul Fifield has been extensively involved in strategic marketing training and education since 1980.

His professional assignments have ranged from marketing strategy development for some of the UK's largest companies through to projects in market segmentation and branding to top level in-company strategy development programmes and workshops. He has advised clients in a wide range of industries including aviation, banking, brewing, business services, computing and software, construction, economic development, housing, hotels and catering, insurance, publishing, retailing, household appliances, telecommunications, tourism and utilities.

Paul is also Visiting Professor of Marketing at the University of Southampton and at the Collège des Ingénieurs in Paris.



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Marketing Strategy Masterclass By Paul Fifield Bibliography

- Sales Rank: #2473863 in eBooks
- Published on: 2008-09-10
- Released on: 2008-09-10
- Format: Kindle eBook

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Editorial Review

From the Back Cover

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About the Author

Dr Fifield is married with three children and lives in Winchester. He holds a degree in Business Studies as well as an MBA and a PhD in Marketing Strategy, both from Cranfield University. He was elected a Fellow of the Chartered Institute of Marketing (FCIM) in 1988, an elected member of CIM Council 1999-2001 and the CIM International Board of Trustees 2002-2004. Paul was appointed Visiting Professor at Southampton University School of Management in 2006. He is currently President of the CIM Southern Region and a Fellow of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (FRSA). Over thirty years of listening, watching, learning and applying academic and strategic thought to marketing has created a fertile mind which Paul brings to his customers, his writing and his teaching. He listens, watches, learns and applies the best of his vast knowledge to help his clients' organisations align themselves to the market they wish to serve. Only after 20 years is the market segmentation approach that was born out of his PhD thesis coming of age; and forming the foundations of some competitive and exciting new market strategies.

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