



Learning Solutions
Your Course, Your Way

Marketing Strategy: a decision-focused approach 2e

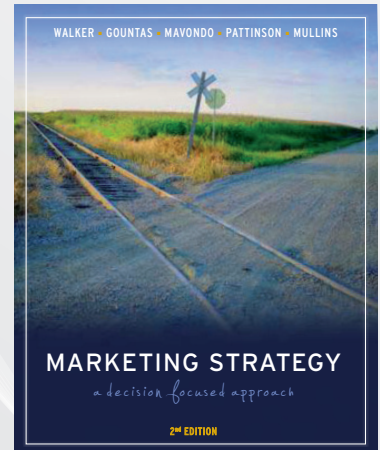
Walker | Gountas | Mavondo | Pattinson | Mullins

www.mhhe.com/au/walker2e

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Subject area: Strategic Marketing | Marketing | Business



The second edition of the successful *Marketing Strategy* is a concise and highly readable text that provides an emphasis on strategic decision-making. Students are encouraged to integrate their knowledge of marketing phenomena within the broader competitive framework of the strategic and tactical decisions that marketers and managers make every day.

Marketing Strategy assumes the reader is already familiar with the basics of buyer behaviour, the four Ps and other marketing fundamentals. With extensive content on four key trends - entrepreneurial companies, the growth in international trade and emerging markets, internet advertising and marketing metrics, this title is a perfect match for modern strategic marketing courses.

The latest developments in digital marketing strategy have been fully updated throughout the text and a series of new case studies from dynamic Australian and New Zealand businesses have been incorporated for applied study.

Key features

- Digital coverage: fully updated to cover all the latest digital developments, social networking, mobile marketing, the Facebook marketplace, cloud computing, digital-readiness, service dominance logic and privacy and security are all covered and a NEW CHAPTER has been added: Marketing Strategies for the Digital Economy (chapter 11).
- Market leader: Great reputation, proven in the market place and appreciated by students and lecturers alike.
- Focused on a solid foundation: understanding of global examples, technology, ethical issues and services is the foundation of any marketing activity and their integration throughout each chapter underscores their importance to students.

Additional resources

- Instructor resource manual containing solutions and notes
- PowerPoint slides summarising the content of each chapter, Test bank (EZ Test Online),
- Case teaching solutions and notes, Figures and tables library, Videos (US), VitalSource eBook available
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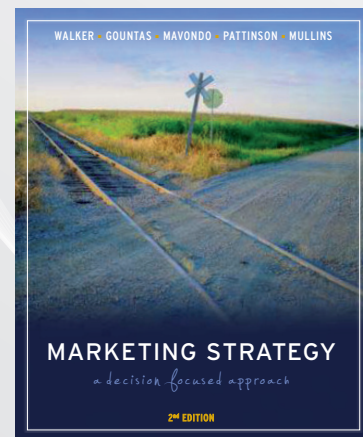
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