**DESCRIPTION**

*Strategic Market Management*, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.

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**NEW TO EDITION**

Three new chapters were added to the book:

- Chapter 7, “Building and Managing Customer Relationships” examines how companies create strong customer relationships.
- Chapter 8, "Creating Valuable Customers" focuses on ensuring that customers are create value for the company.

- Chapter 17, "How Marketing Creates Value for Companies" examines customer equity and brand equity with a focus on how these assets improve firm value.

- Chapter 5, "Environmental and Strategic Analyses" was significantly revised to focus on contemporary trends in the marketing environment.

- Chapter 6 “Creating Advantage: Customer Value Leadership” introduces the idea of customer value leadership as the basis for strategic advantage.

- Materials throughout the rest of the book were updated.

- Each chapter (except Chapter 1) contains two new “Best Practice” case studies—one digital and one global that focus on successful companies and highlight aspects of their strategies that correspond to the chapter topic.

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### FEATURES

- A business strategy focus that includes consideration of product/market scope, value proposition, assets and competencies, and functional area strategies.

- A structured strategic analysis, including customer, competitor, market, environmental, and internal analyses, leading to an understanding of market dynamics that is supported by tools, frameworks, and planning forms.

- A detailed discussion of the various types of customer value propositions as the basis for strong customer relationships and brands.

- A deep discussion of how to grow the company by energizing the business, leveraging the business into new areas, creating new businesses, and going global.

- A comprehensive analysis of how to harness the key organization activities to create an effective strategy for long-term performance.

- A view of strategy emphasizing the dynamic nature of markets, which requires customer-driven strategies.