Brief contents

	Preface Acknowledgements Publisher's acknowledgements	xxix xxx
	21 Almplementing marketing management	
PART 1	Understanding Marketing Management	Telquit
Chapter 1	Defining marketing for the new realities	2
Chapter 2	Understanding marketing management within a global context	32
Chapter 3	Developing marketing strategies and plans	64
Chapter 4	Managing digital technology in marketing Part 1 Case study: Virgin Atlantic	104 134
PART 2	Capturing Marketing Insights	137
Chapter 5	The changing marketing environment and information management	138
Chapter 6	Managing market research and forecasting	164
Chapter 7	Analysing consumer markets	194
Chapter 8	Analysing business markets Dealing with competition	234 264
Chapter 9	Part 2 Case study: Cheese odour marketing	289
PART 3	Connecting with Customers	291
Chapter 10	Seeking and developing target marketing differentiation strategies	292
Chapter 11	Creating customer value, satisfaction and loyalty	336
Chapter 12	Creating and managing brands and brand equity	374
Chapter 13	Digital and global brand management strategies	408
	Part 3 Case study: San Pellegrino: delighting mineral water consumers	435
PART 4	Shaping and Pricing the Market Offering	437
Chapter 14	Designing, developing and managing market offerings	438
Chapter 15	Introducing new market offerings	478
Chapter 16	Developing and managing pricing strategies	510
	Part 4 Case study: Burberry	544
PART 5	Communicating Value	547
Chapter 17	Designing and managing non-personal marketing communications	548
Chapter 18	Managing personal communications	590
	Part 5 Case study: Walkers crisps	621

PART 6	Delivering Value	623
Chapter 19	Designing and managing distribution channels and	
	global value networks	624
Chapter 20	Managing process, people and physical evidence	660
	Part 6 Case study: Apple stores: delivering value	690
PART 7	Managing Marketing Implementation	
	and Control	693
Chapter 21	Implementing marketing management	694
Chapter 22	Managing marketing metrics	730
	Part 7 Case study: Unilever: implementing and measuring	
	corporate sustainability	756
	Glossary	758
	Index	

Communicating Value - - - -

Designing and managing non-personal marketing communications

Chapter 15

Chapter 17