



Strategic Marketing: Making Decisions for Strategic Advantage

Musadiq A. Sahaf

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Strategic marketing is the process to help an organization to concentrate on its limited resources to increase sales and achieve sustainable competitive advantage. This book aims at focusing at strategic dimensions of marketing. The book effectively discusses the fundamentals of strategic marketing, elaborates on how a firm can achieve success through customer service and customer relations, analyzes strategic marketing concepts, focuses on elements of marketing mix, and examines the prerequisites of an effective implementation of marketing strategies.

Primarily intended for the postgraduate students of management and commerce, the book would also be useful for practicing managers.

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