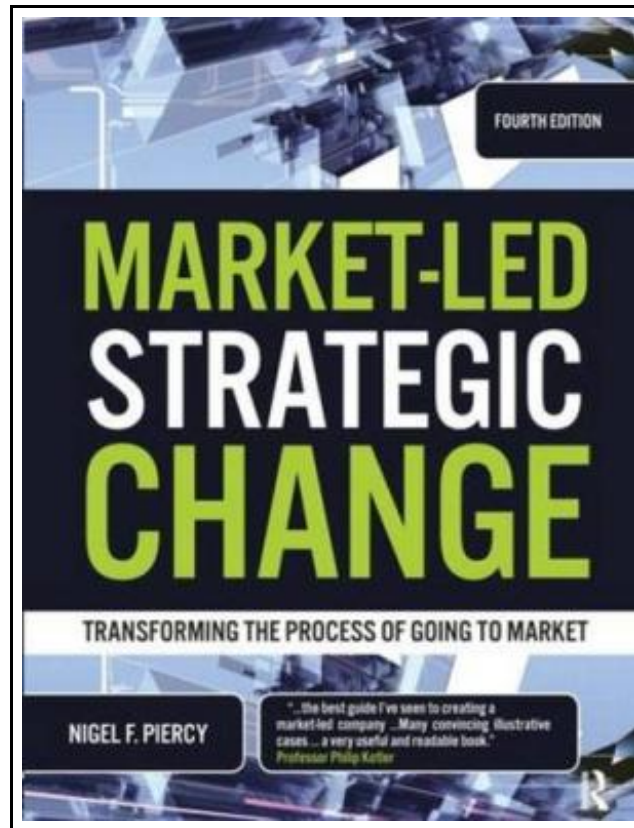


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Taylor Francis Ltd, United Kingdom, 2008. Hardback. Book Condition: New. 4th Revised edition. 242 x 184 mm. Language: English . Brand New Book ***** Print on Demand *****.The fourth edition of the best seller, Market-Led Strategic Change, confronts the real issues companies face in going to market effectively and profitably, including: * corporate social responsibility * marketing under siege * dominant customers and much else besides. In his witty and direct style, Nigel Piercy takes into account state-of-the-art thinking, including nine new case studies providing invaluable lessons from global firms: * Tata * EMI and the music business * Cloud computing * IBM * BAA * Rover cars * Tesco in the USA * Mittal and global steel * One-Laptop-Per-Child. The book confronts the critical issues now faced in strategic marketing: * escalating customer demands driving the imperative for superior value * totally integrated marketing to deliver customer value * the diffusion of Internet-related issues throughout marketing * managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century. Tutor Resource pack available at.

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