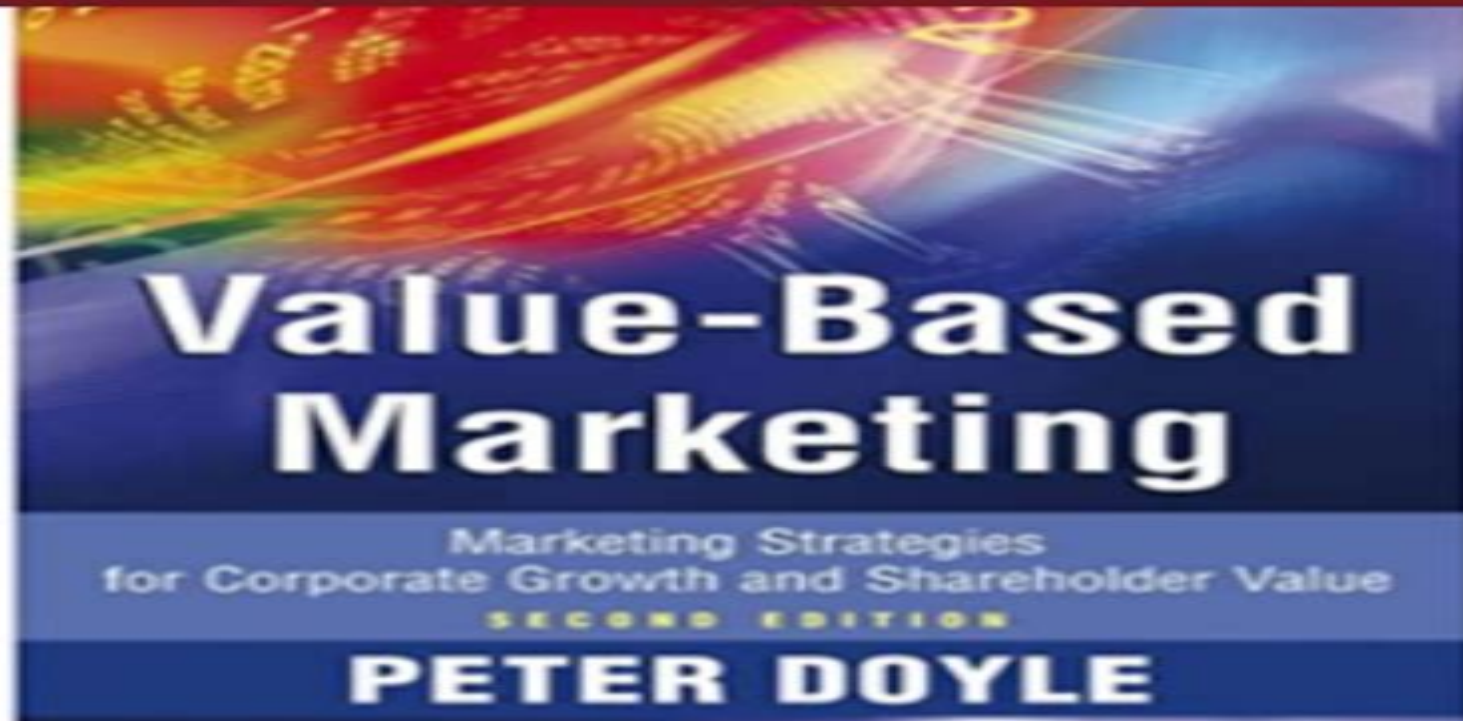


**Peter Doyle**

# **Value-based Marketing**



# Value Based Marketing Peter Doyle

**Roger Palmer, Juanita Cockton, Graham  
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## **Value Based Marketing Peter Doyle:**

**Value-based Marketing** Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrich INSEAD, Veronica Wong Aston Business School, John Quelch Harvard Business School, Susan Hart Strathclyde Graduate Business School, SGBS, Michael Baker Emeritus Professor SGBS, Tim Ambler London Business School, Tony Cram Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

**Marketing Management** Gregory Whitwell, Bryan A. Lukas, Peter Doyle, 2003-03-07 This text is the Australasian adaptation of Peter Doyle's Value Based Marketing. It reformulates marketing, making it more relevant and establishing it on a sounder intellectual basis. The governing objective of management in most of today's leading companies is to maximize long term returns to shareholders. This book redefines marketing's role as contributing to this task of shareholder value creation. It explores how marketing planning and decisions about brands, pricing, communications, distributions and the Internet drive corporate value. This step by step guide provides practical ways to develop marketing strategies that generate growth and shareholder value.

**Managing Marketing** Roger Palmer, Juanita Cockton, Graham Cooper, 2012-06-14 The newly qualified manager may well be equipped with the skills of the What of marketing and management but not know the How. The practicing marketer is well served with guides on strategy, mainly of the four minute plan variety but poorly served in terms of basic advice on implementing the strategy and plans. This book is therefore designed to give clear guidance in managing the marketing function as a practical entity and allowing the new marketer to grasp how the theory can be applied to the job. Written by practitioners who are also active in the marketing education and training sectors, it gives the reader a clear overview of how the key areas of marketing knowledge can be made operationally effective. How to make marketing practical and measurable. A huge range of examples and vignettes illustrating best practice. A truly international perspective. The book will be an invaluable toolkit for the newly qualified and newly appointed marketer trying to apply their knowledge of the

theory     Contemporary Strategic Marketing Ross Brennan, Paul Baines, Paul Garneau, 2007-10-12 An extremely fluent and effective text designed to be a complete resource for single semester modules this new edition has a unique combination of text case studies The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory Also available is a companion website with extra features to accompany the text please take a look by clicking below <http://www.palgrave.com/business/brennan>     **A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing** Jim Blythe, 2006-10-18 Studying Marketing is packed full of lively debate and funny anecdotes covering topics marketing students are familiar with such as key thinkers and concepts and some they are not It looks at areas most textbooks ignore such as the development of marketing as a discipline and as an academic subject and raises arguments that students haven't heard about in their lectures Conceived by Chris Grey as an antidote to conventional textbooks each book in the Very Short Fairly Interesting and Reasonably Cheap series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal conversational and often humorous way Suitable for Marketing students at Undergraduate and Postgraduate level Along with professionals involved in marketing and anyone interested in how marketing works     *Market-Led Strategic Change* Nigel F. Piercy, 2012-05-04 The third edition of Market Led Strategic Change builds on the massive success of the previous two editions popular with lecturers and students alike presenting an innovative approach to solving an old problem making marketing happen In his witty and direct style Nigel Piercy has radically updated this seminal text popular with managers students and lecturers alike to take into account the most recent developments in the field With a central focus on customer value and creative strategic thinking he fully evaluates the impact of electronic business on marketing and sales strategy and stresses the goal of totally integrated marketing to deliver superior customer value Reality Checks throughout the text challenge the reader to be realistic and pragmatic 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 profound impact of electronic business on customer relationships 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     Professional Marketing Reading Sampler Wiley, 2012-07-03 John Wiley Sons Ltd is a leading publisher in books journals and electronic products covering all areas of marketing and sales From social media to market research to branding we cover it all This Professional Marketing Reading Sampler includes book excerpts for a taste of our top marketing titles from the following expert authors Andy Bird Mhairi McEwan Philip Sheldrake Laurie Young The CIM Jeremy Kourdi Christer Holloman Patrick Barwise Sean Meehan Jesko Perrey and Dennis Spillecke     Key Concepts in Marketing Jim Blythe, 2009-02-16 If you want a clear well written and authoritative introduction to the ideas and concepts

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Marketing Strategy Masterclass Paul Fifield, 2008 This is a highly structured fully developed practical companion to Fifield's successful Marketing Strategy It can however stand alone for those executives whose needs are for guidance on implementing marketing strategy rather than doing the background thinking and covering the key conceptual issues

Writing Marketing Stephen Brown, 2005-09-15 Marketing is a very diverse discipline dealing with everything from the costs of globalization to the benefits of money back guarantees However there is one thing that all marketing academics share They are writers They publish or perish Their careers are advanced and their reputations are enhanced by the written word Despite its importance writing is rarely discussed much less written about by marketing scholars It is one of the least understood yet most significant academic competencies It is a competency in need of careful study Writing Marketing is the first such study It offers a detailed reading of five renowned marketing writers ranging from Ted Levitt to Morris Holbrook and draws lessons that can be adopted with profit by everyone else Although it is not a how to book there are no lengthy lists of dos and don'ts Writing Marketing reveals that the rules of good writing are good for nothing Written by Stephen Brown whose own writing skills are much commented upon Writing Marketing is insightful illuminating and iconoclastic It is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences

**Real-Time Marketing for Business Growth** Monique Reece, 2010-03-25 In this book one of the world's leading business consultants offers you a complete blueprint for igniting profitable sustainable growth in your company Monique Reece introduces the proven start to finish PRAISE process that builds growth through six interrelated steps Purpose Research Analyze Implement Strategize and Evaluate Execute She demonstrates how to use fast agile real time planning techniques that are tightly integrated with execution as part of day to day operations how to clarify your company's purpose value to customers and most attractive opportunities how to fix problems in sales and marketing that have persisted for

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**The Growth Drivers** Andy Bird, Mhairi McEwan, 2011-11-09 *The Growth Drivers* is a practical guide to building marketing capabilities It explains why it is critical that organizations invest in the capabilities needed to excel at customer centric marketing to drive growth The authors explain what world class marketing means in practice and reveal the power of strategic marketing as a dynamic propeller of growth Each chapter includes a summary a separate in depth case study a range of illustrative real life examples and some practical tools based on the work of leading practitioners in this pioneering field as well as relevant diagrams and pictures **The Advanced Dictionary of Marketing** Scott Dacko, 2008

This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing With over 1 000 entries ranging in length and depth it is the ideal reference guide for researchers directors managers and anyone studying marketing for a professional or academic qualification *Asian Brand Strategy (Revised and Updated)* M. Roll, 2016-02-11 This second edition of the bestselling *Asian Brand Strategy* takes a look at how Asian brands continue to gain share of voice and share of market Featuring a user friendly strategic model new research and case studies this book provides a framework for understanding Asian branding strategies and Asian brands

**The Marketing Book** Michael J. Baker, Susan Hart, 2016-04-14 *The Marketing Book* is everything you need to know but were afraid to ask about marketing Divided into 25 chapters each written by an expert in their field it's a crash course in marketing theory and practice From planning strategy and research through to getting the marketing mix right branding promotions and even marketing for small to medium enterprises This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use especially for professionals taking their CIM qualifications Nevertheless it is also invaluable for practitioners due to its modular approach Each chapter is set out in a clean and concise way with plenty of diagrams and examples so that you don't have to dig for the information you need Much of this long awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought Also included are brand new content in direct data and digital marketing and social marketing If you're a marketing student or practitioner with a question this book should be the first place you look [The Rainmaker's Toolkit](#) Harry Mills, 2004-03-05 Few professional firms are able to consistently grow their fees and profits Based on the concept of relationship marketing *The Rainmaker's Toolkit* gives readers the tools techniques and strategies to help win and close bigger deals helping them dramatically increase the odds of success and sustain that level of accomplishment from year to

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