Market-led Strategic Change: Making Marketing Happen In Your Organization

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Market-led Strategic Change. A practical guide for developing and evaluating a company's market strategy. Enroll in Course. Off original price! The coupon code you entered is expired or invalid, but the course is still available! Putting a handle on the strategic issues in marketing through a simple framework into which theories and company differences can be located: the strategic pathway. The pathway consists of four interrelated but different sets of issues: market sensing and learning strategy; strategic market choices and targets; customer value strategy and positioning; strategic r