



Strategic Market Management: Global Perspectives

By David A. Aaker, Damien McLoughlin

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The book is a European adaptation of our current US book: Strategic Market Management, 9th edition by David Aaker. The new edition text will be a mainstream text suitable for all business students studying strategy and marketing courses in the UK and Europe. It will take into account the substantive changes made by David Aaker in the 8th and 9th edition of the US textbook. The major differences in these and the 7th edition of the US book which, was the basis of the first European adaptation are the coverage of branding and greater emphasis of innovation. These were both added into the first European edition. New topics will be identified that are not covered that should be for example the financial aspects of marketing. The new edition will also include revised and updated European case material.

A global perspective is an essential aspect of the new edition. This reflects the lived experience of the student reader but also their likely professional challenges. This will be achieved by the use of examples and vignettes. The previous European edition was entirely re-populated with new examples. For the new edition, new examples will be employed to drive the global ambition and to respond to the substantive changes of the 8th and 9th US editions.

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Editorial Review

From the Back Cover

Developing and implementing strategies is now very different than it was only a few decades ago, when the business environments were more stable and simpler. Every market can now be described as dynamic. As a result, firms need to be able to adapt strategies in order to stay relevant. It is a challenging but exciting time, full of opportunities as well as threats.

Strategic Market Management: Global Perspectives is motivated by the strategic challenges created by the dynamic nature of markets. The premise is that all traditional strategic management tools either do not apply or need to be adapted to a more dynamic context.

The unique aspects of the book are its inclusion of:

- A business strategy definition that includes product/market scope, value proposition, and assets and competences.
- A structured strategic analysis including a detailed customer, competitor, market, and environmental analysis leading to understanding of market dynamics that is supported by a summary flow diagram, a set of agendas to help start the process, and a set of planning forms.
- Concepts of strategic commitment, opportunism, and adaptability and how they can and should be blended together.
- Bases of a value proposition and strong brands. A strategy without a compelling value proposition will not be market driven or successful. Brand assets that will support a business strategy need to be developed.
- Creating synergetic marketing with silo organizations defined by products or countries. All organizations have multiple products and markets and creating cooperation and communication instead of competition and isolation is becoming an imperative.

This book is essential reading for students on strategy and marketing courses at undergraduate level as well as MBA.

There will be a website accompanying the book www.wileyurope.com/college/aakerwith PowerPoint presentations and a set of lecture suggestions for each chapter; a test bank; several course outlines, and additional case studies.

About the Author

David A. Aaker is Professor Emeritus at the Haas School of Business, University of California, Berkeley. He has been awarded four career awards including the 1996 Paul D. Converse Award for outstanding contributions the development of marketing. He is the creator of the Aaker Model™, has published more than 100 articles and 14 books

Damien McLoughlin is Professor and Director of the Academic Centre for Marketing Studies at the UCD

Michael Smurfit Graduate Business School. His teaching is highly regarded and has been recognized with teaching awards from both the Smurfit and Quinn Schools of Business.

His work has been published in leading international journals. Professionally, he has worked with leading international firms such as Alltech, Microsoft and Hewlett-Packard.

Users Review

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Larry Young:

Do you one of people who can't read pleasurable if the sentence chained in the straightway, hold on guys that aren't like that. This Strategic Market Management: Global Perspectives book is readable by means of you who hate the perfect word style. You will find the data here are arrange for enjoyable examining experience without leaving perhaps decrease the knowledge that want to give to you. The writer regarding Strategic Market Management: Global Perspectives content conveys the idea easily to understand by most people. The printed and e-book are not different in the content but it just different such as it. So , do you continue to thinking Strategic Market Management: Global Perspectives is not loveable to be your top checklist reading book?

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Mark Carlton:

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