

Strategic Marketing Planning

By Colin Gilligan, Richard M.S. Wilson

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Strategic Marketing Planning concentrates on the critical planning aspects that are of vital importance to practitioners and students alike. It has a clear structure that offers a digest of the five principal dimensions of the strategic marketing planning process.

Leading authors in this sector, Gilligan and Wilson offer current thinking in marketing and consider the changes it has undergone over the past few years. Updated information in this new edition includes:
* Changing corporate perspectives on the role of strategic marketing activity
* Changing social structures and the rise of social tribes
* The significance of the new consumer and how the new consumer needs to be managed
* New thinking on market segmentation
* Changing routes to market
* Developments in e-marketing
* Changing environmental structures and pressures

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About the Author
The author/co-author of ten books, Colin Gilligan is Emeritus Professor of Marketing at Sheffield Hallam University and Visiting Professor of Marketing at Newcastle Business School as well as fellow of the Chartered Institute of Marketing. His particular interests are in the areas of strategic marketing, competitive differentiation, the leveraging of strategy and planning for an uncertain future

Professor Richard M.S. Wilson, Emeritus Professor in the Business School and Visiting Professor in the Department of Information Science at Loughborough University UK. Visiting Professor at the University of Sao Paulo, Brazil

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