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 The only advanced marketing textbook specifically focused on the hospitality industry . . . The time when you could run a hospitality business with nothing but a friendly smile and a strong work ethic has passed. Dining, lodging, and entertaining habits are changing rapidly as the information age revolutionizes the world economy. More than ever, businesses must focus their marketing efforts on specific segments within the market. Success in the hospitality industry demands that you develop the cutting-edge decision-making skills necessary for effective strategic market management. Marketing Management for the Hospitality Industry provides comprehensive coverage of marketing from both long- and short-term perspectives. Each chapter is an actual component of an overall strategic marketing model, and the book's easy-to-read, hands-on approach simplifies complex material and enables you to grasp difficult concepts quickly and completely. Inside you'll find: * How-to's for planning long- and short-term marketing strategies * Examples of successful marketing strategies * Specific techniques for analyzing markets * Strategic development and administrative aspects of marketing * Sample strategic marketing plans that clearly demonstrate how marketing strategies are applied in both the lodging and foodservice segments of the industry * Tips on integrating marketing strategy with overall business strategy * Numerous charts and tables that support the text and clarify difficult points Whether you are a marketing manager, general manager of a hotel or restaurant, corporate manager, or a student eager to make your mark on the industry, with this indispensable guide you will sharpen your competitive edge, reach the customers you need, and make the most of every opportunity to help your business grow.
A Strategic, Decision-making Approach Tata McGraw-Hill Education
 Marketing Strategy, 8e is a focused, succinct text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The eighth edition helps students integrate what they have learned about analytical tools and the 4P's of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.
A Strategic Approach Pearson Education

Intelligent Support Systems for Marketing Decisions examines new product development, market penetration strategies, and other marketing decisions utilizing a confluence of methods, including Decision Support Systems (DSS), Artificial Intelligence in Marketing and Multicriteria Analysis. The authors systematically examine the use and implementation of these methodologies in making strategic marketing decisions. Part I discusses the basic concepts of multicriteria analysis vis-à-vis marketing decisions and in new product development situations. Part II presents basic concepts from the fields of Information Systems, Decision Support Systems, and Intelligent Decision Support Methods. In addition, specialized categories of DSS (multicriteria DSS, web-based DSS, group DSS, spatial DSS) are discussed in terms of their key features and current use in marketing applications. Part III presents IDSS and a multicriteria methodology for new product development. Further chapters present a developmental strategy for analyzing, designing, and implementing an Intelligent Marketing Decision Support System. The implementation discussion is illustrated with a real-world example of the methods and system in use.
Marketing management Springer Science & Business Media
 Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well-known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marketing variables to each other, inextricably linking marketing strategy concepts with their executional implications.
 Marketing Management Springer Science & Business Media
 Using interdisciplinary approaches to strategic management can strengthen the decision making process. Incorporating various methods will also encourage productivity, expand knowledge of participants, and increase technical proficiency. Analytical Approaches to Strategic Decision-Making: Interdisciplinary Considerations aims to integrate different techniques into the world's fast-changing and dynamic society to better equip all readers and practitioners with the most effective knowledge. Managers, CEOs, researchers, and academics in the fields of business and leadership will all benefit from this valuable resource through an enhanced understanding of best practices in decision-making and management.
Marketing Management and Strategy McGraw-Hill Higher Education
 Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.
A Strategic Decision-Making Approach by Mullins, Walker, and Boyd, 6th Ed Emerald Group Publishing
 For anyone faced with the challenge of making strategic decisions, this book will show readers how to choose the strategic models best suited to their needs.
Studyguide for Marketing Management Wiley
 Business Planning and Market Strategy offers students, entrepreneurs, and executives penetrating insights into developing business plans and market strategies that bolster the odds of succeeding in today's highly competitive marketplace. Rather than reduce the planning process to mechanistic, step-by-step instructions, which promote "thinking inside the box," author E.K. Valentin provides practical planning guidelines that encourage creative strategic problem solving. Drawing on both his

business experience and the business literature, he explains not only what entrepreneurs and executives should look at when pondering plans and strategies, but also what they should look for. The book's unique applied perspective, sets Business Planning & Market Strategy apart from conventional "how to" planning guides.

Marketing Management SAGE Publications India

Marketing Management: A Strategic Decision-Making Approach McGraw-Hill Education

Intelligent Support Systems for Marketing Decisions SAGE Publications

Turbulence is not new to the business world. In fact, turbulence is increasing, and managers are seeing teams spinning their wheels. Management systems are in a state of crisis and operations are more complex. The old top-down operations mode no longer suffices. Today's businesses demand speed and increased accuracy, forcing everyone to re-evaluate chains of command and tear down the walls between functions. Amid the responsibilities of traditional management lies problem solving. The push is toward moving decision-making authority down the ladder to all levels.

Managers are no longer equipped to or capable of making the number and variety of necessary decisions in a vacuum. The current mode is to have employees deal directly with workplace issues and take corrective action without complaint and without management involvement. Coping with this reality and preparation for these improvements in workplace problem solving requires interest and motivation. Strategic Decision Making for Successful Planning can facilitate this by demystifying and simplifying the process. The book bridges philosophy and theory and puts together a practical integration of all the tools necessary to get results from your investment of time, energy, and money. What is unique about this book is while it's based on a strong academic foundation, it does not get bogged down in the human-planning or psychological process of solving problems. It doesn't provide "pie-in-the-sky" creative solutions or a five-year process for solving problems and planning for the future. Numerous techniques and tools are included to make the book the right balance between practical and academic. The book also includes an extensive case study to illustrate points made in the text.

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Strategic Decision Making for Successful Planning Chandos Publishing

Whether you're a small business owner just starting out or you've been an entrepreneur for a long time, you can actually outsource a lot of the marketing tasks and projects that seem to cross your desk every day.

Marketing Management John Wiley & Sons

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A Strategic Decision-Making Approach by Mullins, John Tata McGraw-Hill Education

The eighth edition of *Marketing Management: A Strategic Decision-Making Approach*, concentrates on marketing decision-making, rather than mere description of marketing phenomena. By providing specific tools and decision frameworks, it prepares its readers to hit the ground running and contribute tangibly to the marketing efforts of firms large and small. Drawing on its authors' wealth of entrepreneurial and executive experience, along with their thought-leading research, the book provides an abundance of real-life examples of marketing decisions – both good and not-so-good – from around the world in companies ranging from entrepreneurial start-ups to multi-national giants. This edition continues to be the most current and internet-savvy book available, injecting the latest developments in internet-based communication and distribution technology into every chapter.

Marketing Management IGI Global

This text is designed for management courses in which decision-focused cases are an important element, or where student projects, such as the development of a marketing plan, are assigned. An introductory vignette for a real company facing a real decision, together with an introductory marketing challenges section, identifies the decisions addressed in each chapter's material. In this fourth edition, Take Aways replace chapter summaries, these are intended to highlight key learning points and the analytical frameworks developed in each chapter. Real-life examples show the important aspects of good decision-making and show students how choices made by decision-makers affect marketers and their work.

CRC Press

This book is a unique collection of comprehensive cases that explore concepts and issues surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. *Strategic Marketing: Concepts and Cases* is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management.

Strategic Decisions PHI Learning Pvt. Ltd.

This text has been developed in response to changing customer & curriculum needs. Many instructors are looking for a concise text for this course, one that offers a solid core for the course but allows time to add other topics, materials, etc.

Solving Problems for Great Results Kogan Page Publishers

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