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
Strategic marketing means STP marketing, i.e., segmenting, targeting and positioning the product/services for gaining operational efficiency. It is not usually realistic for a firm to try to appeal to all actual or potential buyers in a market because customers are too many, too widely scattered, and too varied in their needs, purchasing behaviour and consumption patterns. Different firms also vary widely in their abilities to serve different types of customers. Unfollow market-led strategic change to stop getting updates on your eBay Feed. You'll receive email and Feed alerts when new items arrive. Turn off email alerts.Â Market-led Strategic Change: Making Marketing Happen in Your Organization By NI. S$ 98.61. +S$ 3.31 postage. Market-led Strategic Change: Making Marketing Happen in your Organisation. N Piercy. The Marketing Mystique.Â This paper discusses the marketing concept and its impact on the strategy and structure of the business organization. The popular dictum that every firm should implement the marketing concept in its extreme form is challenged. Considerations of the overall structure of the firm, the time period in question, the amount of resources available are included in the determination of the degree of implementation which should be made. Finally, the conclusion indicates that the popular view that a change in environment necessitates a change in the organizational structure should be modified. The cost m