

# Marketing Management And Strategy 4th Edition

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considers ways of achieving competitive advantage and ultimately how to succeed in the market place dennis adcock explores strategic decision making from two angles he shows how to build relationships and develop competencies that will reinforce these relationships and he also examines how to develop and own new markets at the crucial stage of the implementation of a marketing plan he gives priority to customer care and building relationships with customers features includes a chapter on relationship marketing and competitive advantage examples are drawn from real situations considers the benefits of value added partnership and the long term management of customers

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