

## **BOOK MARKETING STRATEGY**



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### **Marketing strategy Wikipedia**

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

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### **Marketing Strategy**

This article was published in a Business Partners newsletter of 24 November 2015, and appears here as a guest post by Christo Botes, then Executive Director of Business Partners Ltd. Business Partners Ltd is an African risk based Finance house and Venture capitalist focused on SME s.

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### **The Marketing Book Yola**

The Marketing Book Fifth Edition Edited by MICHAEL J. BAKER OXFORD AMSTERDAM BOSTON LONDON NEW YORK PARIS SAN DIEGO SAN FRANCISCO SINGAPORE SYDNEY TOKYO

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### **Blue Ocean Strategy Wikipedia**

Blue Ocean Strategy is a marketing theory from a book published in 2004 which was written by W. Chan Kim and Ren e Mauborgne, professors at INSEAD. They assert that these strategic moves create a leap in value for the company, its buyers, and its employees while unlocking new demand and making the competition irrelevant.

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### **Why Marketing Strategy Is Important For Any Business**

Marketing Strategy: Marketing Plan: a collection of medium to long term methods for achieving the company s objectives. a list of initiatives to be implemented in the short term (usually within one year).

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