



Strategic Marketing Analysis, 2nd Edition

Alexander Chernev

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This book offers a comprehensive framework for strategic marketing planning and outlines a structured approach to identifying, understanding, and solving marketing problems. It is written for a diverse audience. For business students, the strategic marketing analysis theory outlined in this book is an essential tool for case analysis in the classroom, as well as for management, strategic consulting, and marketing interviews. For managers and consultants, this book presents a conceptual framework that will help develop an overarching strategy for day-to-day decisions involving product and service design, branding, pricing, promotions, and distribution. For senior executives, the book offers a big-picture approach for planning new marketing campaigns and evaluating the success of ongoing marketing programs.

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