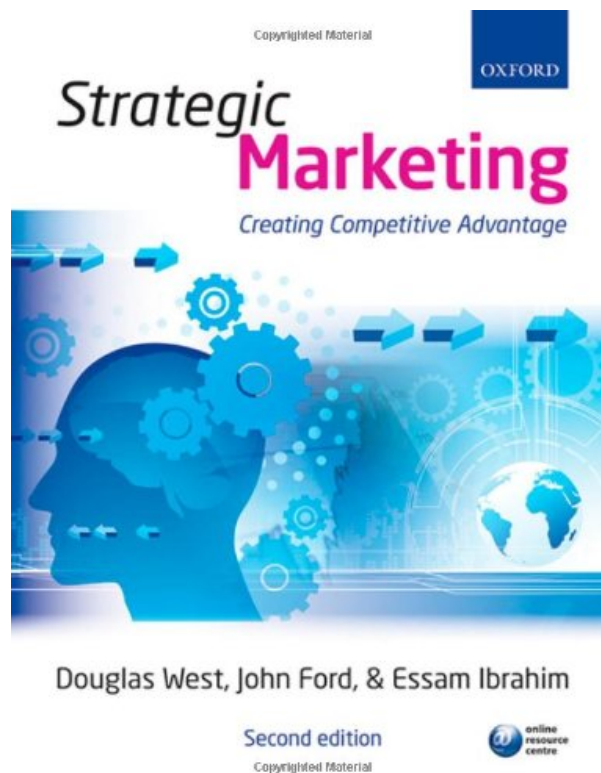


STRATEGIC MARKETING: CREATING COMPETITIVE ADVANTAGE BY DOUGLAS WEST, JOHN FORD, ESSAM IBRAHIM



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Creating Competitive Advantage



Douglas West, John Ford, & Essam Ibrahim

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This is one of the best written and most lively books on Strategic Marketing. Logical, concise, and to the point; it stretches students to think - which is refreshing. Mike Flynn, University of Gloucestershire Business School The authors integrate classic literature alongside the more contemporary and cutting-edge debates in marketing strategy, illustrated with a great range of examples and case-studies. A well researched text that is written in such a way to be accessible to both undergraduate and taught postgraduate students. Jonathan Elms, University of Stirling

About the Author

Douglas West is Professor of Marketing at Birmingham Business School. Prior to this he was Director of the MARCOMS Research Centre at the University of Westminster. Previously he has held positions at South Bank, Henley Management College, and the University of Calgary.

John B. Ford is Professor of Marketing and International Business in the College of Business and Public Administration at Old Dominion University in Norfolk, Virginia. He specializes in international marketing strategic issues, and his specific interests in research include cross-cultural advertising and marketing research issues.

Essam Ibrahim is Senior Lecturer in Marketing at the University of Edinburgh. Prior to this he has taught and researched marketing at the University of Strathclyde, Manchester Metropolitan University, Huddersfield University, and Cairo University.

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