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# **Strategic Marketing Management**

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## **Strategic Marketing Management**

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# Preface

Strategic Marketing Management is authored by the Faculty members of the Rizal Technological University and University of Makati; Dr. Nemesio Barboza, Prof. Francis B. Banaag and Prof. Rome Sheriff Montoya.

Strategic Marketing Management is specifically design to cater to the demands of students who are in the field of marketing management and in order to improve their knowledge on strategic marketing management approaches in today's market requirements. The book covers nine areas such as Introduction to Strategic Marketing Management, Marketing Analysis, Analysis of Marketing Situation, Formulating Marketing Strategies, Product and Branding, Pricing Strategies, Distribution Strategies, Promotional Strategies and Implementation and Managing the Marketing Plan.

When effectively adapted, the book should ensure that students are given adequate opportunity to gain skills that will help improve their strategic marketing management skills.

It is our fervent and eager hope that this book will prove to be help to those teaching the subject and the students enrolled in Strategic Marketing Management.

- The Authors



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