



Strategic Market Management: European Edition

By David A. Aaker, Damien McLoughlin

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The European edition of *Strategic Market Management* has been prepared with the objective of taking David Aaker's outstanding and well-established textbook and presenting it to a European audience. It retains the culture of the original text, to maintain its accessibility and continue its emphasis on practical action. It has also kept the compactness, which has made it so popular with graduate and executive students and managers, while keeping a comprehensive coverage of major and emerging themes in strategy. The core value of the original text, that the development, evaluation and implementation of business strategies are essential to successful management, is also retained in the European edition.

The book is essential reading for any management or business school course that focuses on the management of strategies. It is especially appropriate for marketing strategy, strategic management and business policy courses. It is also designed to be used by managers who need to develop strategies or who run a small business and want to improve their strategy development and planning processes.

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Bibliography

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Editorial Review

From the Back Cover

“Unquestionably the most comprehensive treatment available on the subject. I found this book unique in its capacity to benefit executives, planning staff, and students of strategy alike.”

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About the Author

David A. Aaker is the E.T. Grether Professor of Marketing and Public Policy at the Haas School of Business, University of California at Berkeley. He has published over 100 articles and is the author of 13 books. Professor Aaker is part of the editorial boards of *Marketing Science*, *Journal of Marketing*, and *Strategic Management Journal*. He received the MIT Buck Weaver Award in 2004 for contributions to the advancement of theory and practice in marketing science. Dr Damien McLoughlin is Dean of the Michael Smurfit Graduate School of Business and in 2004 he was a visiting Professor in Marketing at the S.C.

Johnson Graduate School of Management, Cornell University. His teaching is highly regarded and has been recognised with teaching awards from both the Smurfit and Quinn Schools of Business. He is also a member of the 4.5 Club for Teaching Excellence at Cornell. His research, teaching and consulting interests are in areas of strategic marketing, market making and B2B marketing. His work has been published in leading international journals such as the Journal of Business Research, Industrial Marketing Management and the European Journal of Marketing. He is a member of the editorial board of a number of leading marketing journals including Industrial Marketing Management. Professionally he has worked with leading international firms such as Alltech, Microsoft and Hewlett-Packard.

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