



Marketing Strategy

Steven P. Schmaars

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Steven P. Schnaars

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Marketing Strategy has become a classic centrist marketing text. Now, Steven Schnaars has updated and revised this clearly written, classroom-tested, and essential text to accommodate rapid changes in the business world. Combining his centrist approach to basic theory with practical real-world examples, this updated edition includes new and expanded chapters on price as a competitive weapon (with a discussion on "everyday low pricing" versus hi-low promotional pricing"), speed as a strategy (including the strategic uses of computers), globalization (including the customization-standardization debate), and customer satisfaction. Throughout, Schnaars focuses on the three Cs: customers, competition, and changing market trends.

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