



# Marketing Strategy Masterclass

*Paul Fifield*

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## **Marketing Strategy Masterclass** Paul Fifield

The very best business isn't born out of hunches, macho tactical skirmishing or simply 'being busy', but is the product of careful calculation and understanding customers' needs, wants and aspirations. Marketing Strategy Masterclass is a 'how to' book of marketing strategy focused on doing what our customers want us to do, how they want it done.

Included throughout are the wise words of a choice selection of history's masters, depicted on the book's front cover.

Aimed at professional marketing managers, business development managers and students, this real and practical masterclass is an indispensable reference for use on its own or alongside Marketing Strategy, 3rd edition, also published by Butterworth-Heinemann.

## **ABOUT THE AUTHOR**

Paul Fifield has been extensively involved in strategic marketing training and education since 1980.

His professional assignments have ranged from marketing strategy development for some of the UK's largest companies through to projects in market segmentation and branding to top level in-company strategy development programmes and workshops. He has advised clients in a wide range of industries including aviation, banking, brewing, business services, computing and software, construction, economic development, housing, hotels and catering, insurance, publishing, retailing, household appliances, telecommunications, tourism and utilities.

Paul is also Visiting Professor of Marketing at the University of Southampton and at the Collège des Ingénieurs in Paris.

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